The·Northwestern·Miller

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Number 10

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June 6,
1950

Judge and Jury

THE consumer is judge and jury, all rolled into one. Dinner tables, lunch pails, and sandwich bags are the courtroom.

Customers have a right to be particular. And they are! The popular verdict will go every time to bakery products with taste appeal—that familiar rich flavorful goodness.

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1899

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THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

The·Northwestern·Miller

ESTABLISHED IN 1873

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The American Baker • Feedstuffs • Milling Production

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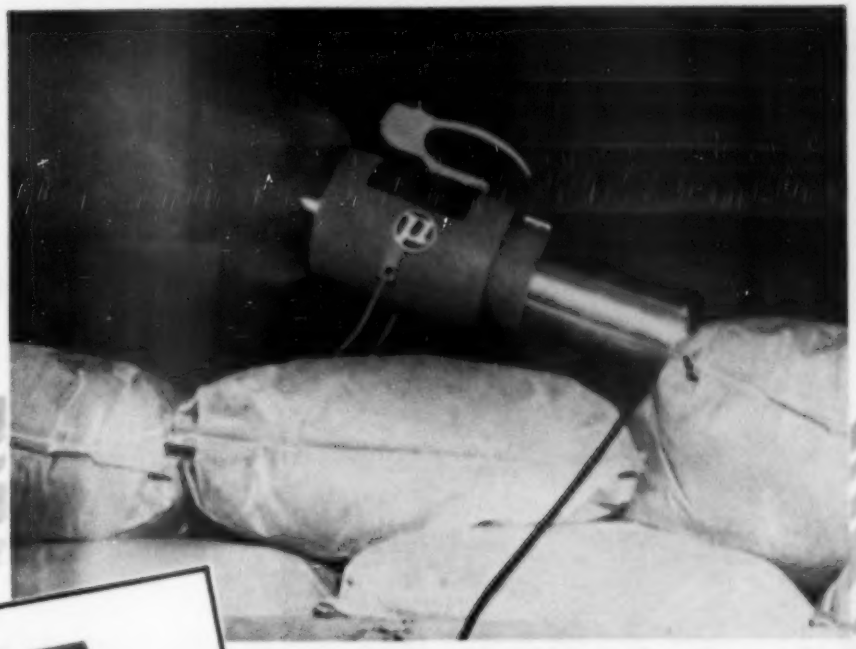
- Bemis Band-Label Burlap Bags, with crisp, bright Bemis printing, set a new high in saleability for your product.
- Facilities—16 plants and 15 additional sales offices, strategically located, assure a dependable source of supply and prompt service.

Bemis

Shown at the right is the Microsol Mechanical Aerosol Fog Generator at work in a loaded car of flour.



SAFE IN TRANSIT TOO!

WALNUT CREEK FLOURS GET ADDED PROTECTION - PYRENONE SPRAYS - ON ALL SHIPMENTS

BOXCARS are a source of much insect trouble for baker and miller, especially when the hot summer sun is at work. That's why we have made a new addition to our program of purity protection for Imperial and Velvet flours. It is a Microsol Mechanical Aerosol Fog Generator. And here's the way it works:

After the usual spraying of each boxcar before loading, we turn on our fog generator. A powerful electric motor turning 16,000 R.P.M. breaks up a Pyrenone oil spray into such small particles that it remains suspended in the air for 24 hours. Every part of the car gets the beneficial treatment with this efficient insecticide. In addition, your flour is packed in a Pyrenone treated bag. The tape, filler cord both top and bottom, and the outside sleeve are treated with a minimum of 50 milligrams of Pyrenone per square foot.

With this treatment, Imperial and Velvet flours will reach you in the most sanitary condition, just as they left our mill.

IMPERIAL and VELVET FLOURS GET the BEST in PURITY PROTECTION

We want Walnut Creek flours to be the purest on the market and we take every possible step to guard their purity. We follow all the good housekeeping rules in our mill. We have an efficient central vacuum cleaning system. We have a "push button" system of mill fumigation which permits us to fumigate with gas anytime the machinery is not running. This system reaches 264 vital spots in our mill. We constantly police our entire plant and continually check our products in the laboratory.

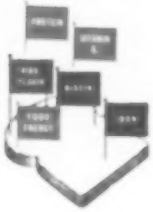
WALNUT CREEK

Milling Company

GREAT BEND, KANSAS

T. H. SHERWOOD
Vice President and Gen. Mgr.

THERE is no better way to build a solid bread business than to buy ingredients absolutely known to be dependable and sound in quality. And flour is one big controlling factor in the sum of ingredient quality. No baker can make a more serious mistake than to sacrifice the reputation of his product for the negligible and illusory saving in price between a high grade and ordinary flour. That's why TOWN CRIER is such a good buy.



The Millers' Advertising Program —Boosting Bakers' Sales

THE MIDLAND FLOUR MILLING CO.

KANSAS CITY

American Tradition.....

This fine American tradition is likewise the working principle in Flour Mills of America. The joining together of many flour mills, each with its own particular facilities for the milling of fine bakers flours, under one executive responsibility and control, is a distinct contribution to baking progress.

Millions of bushels of good wheats from which to select the best for modern baking values, modern scientific and technical controls in milling production, and high standards of uniform baking performance, assures the American Baker of unexcelled service in a wide variety of dependable flours, control-milled to meet his particular needs.

Depend on Flour Mills of America for *Performance Flours*.

Flour Mills of America, Inc.

KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend, Fort Scott, Larned, Kansas; Alva, Oklahoma
Valier & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.

sky's the limit!

One hot day, years ago, a salesman was driving along a road in California when he grew thirsty and stopped at a farm for a drink of water. Suddenly, he was startled to see a lanky boy, dressed in overalls and heavy farm shoes, pole-vaulting in a spinach patch. The runway was between two rows of vegetables. The boy was leaping as high as 13 feet into the air. Upon inquiry, the salesman discovered that the flying farm boy was 18, had just finished high school, and was set to devote his future to working on his pop's farm.

So, the salesman hopped back into his car, rushed to see his friend, Flint Hanner, who happened to be the track coach at nearby Fresno State College, and he told him of his amazing discovery. Thus began the saga of the "Flying Dutchman"—Cornelius Warmerdam.

It didn't take long for Cornelius Warmerdam to show the sports world how high is up. His record of 15 feet, 8½ inches is a tall monument to the greatness of a farm boy discovered in a spinach patch, who amazed the world by becoming the first and only man in history to leap more than 15 feet into the air, not once, but forty-three times to create the most remarkable series of records in the full history of track competition!

It seems that the sky was just about the only limit to the matchless "Flying Dutchman." Of course, there are other examples of seemingly limitless effort right in our own industry. Take Commander-Larabee's brand new "daylight" packing plant, for instance. Designed to pack in only 8 hours the entire 24-hour production of the huge Kansas City mill, the new plant opens the way to a host of milling advantages . . . longer milling runs, finer, more accurate blends . . . all so that you, our baker-customer, can be assured of the *finest flour milled!* Ask your Commander-Larabee representative for more details on the new "daylight" plant . . . discover what it can mean to you!

WHEN PERFORMANCE COUNTS

Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

Storage Space Squeeze in Southwest

Kansas City Mills, Union Negotiate New Labor Contract

KANSAS CITY—Agreement on a labor contract, to run for two years, was reached last week between seven milling companies in the Kansas City area and Local 16, American Federation of Grain Millers (AFL). The contract was ratified by the local's membership June 1.

The agreement provides for a general 5¢ an hour wage increase across the board. The vacation schedule was altered to provide for a three-week paid vacation after 15 years as compared with 25 years in the preceding contract. The new agreement also provides for double time for Sunday work and a clarification of the seniority clause of the contract.

It was also agreed that those firms which do not now have a retirement pension plan would undertake negotiation of such a program 60 days after June 14 when the contract becomes effective.

The contract covers all plants in Missouri and Kansas of the following firms: Commander-Larabee Milling Co., Flour Mills of America, Inc., Rodney Milling Co., Ismert-Hincke Milling Co., Thos. Page Milling Co., International Milling Co., Standard Milling Co., Continental Milling Co. and the Paniplus Co.

Negotiations are still under way with General Mills, Inc., representatives. Contract issues also are still being discussed with representatives of 14 terminal elevators in the Kansas City area.

—BREAD IS THE STAFF OF LIFE—

COTTON GOODS INDEX 17.10

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale price of principal cotton cloth used in bag making expressed in cents a yard of cloth, is 17.10, compared with 16.20 a year ago. The Bemis composite figure reflecting duty paid for early shipments from Calcutta of lightweight and heavyweight burlaps expressed in cents a pound of cloth is 25.25, compared with 23.03 a year ago. The current index is based on Calcutta ceiling prices plus a permitted 5% commission.

—BREAD IS THE STAFF OF LIFE—

Rocky Mountain Bakers Postpone June Convention

DENVER—The June 4-6 convention of the Rocky Mountain Bakers Assn. has been indefinitely postponed because of the continued strike involving 11 major Denver bakeries. The board of governors of the association voted unanimously to cancel all arrangements for holding a convention at this time, it was reported. The convention was scheduled to have been held at the Albany Hotel here. T. W. Kunde, P.O. Box 5328 TA, Denver 17, is secretary of the association.

LARGER OLD CROP CARRYOVER WILL OFFSET REDUCED YIELD

Commodity Credit Corp. Grain Stocks in Winter Wheat Region Limit Open Space; Grain Men Expect Modified Embargo on Storage Wheat

KANSAS CITY—In spite of smaller crops in Texas and Oklahoma, wheat storage space may be just as scarce this year in most of the Southwest as at harvest time a year ago, in the opinion of many southwestern grain men.

Although the hard winter wheat crop will be smaller in the Southwest, the carryover is certain to be larger, and there will be just as much wheat on hand when harvest is over as there was last year. The distribution, however, will be different. There will be a good deal more than last year available in the northern markets of the Southwest and less tributary to the southern terminals.

It now seems certain that the wheat crop will be larger than the last government estimate of 332 million bushels for Texas, Oklahoma, Kansas, Colorado and Nebraska. A recent crop forecast by C. M. Galvin put the figure for these states at 350 million bushels as of June 1 and many grain men would now guess that the final outturn would be as much as 370 million bushels. That would be 84 million bushels less than last year in this area.

On the other hand there were 54 million bushels more wheat in store in these states and Missouri on April 1 this year and, since export trade and flour milling have been running substantially below last year—at a rate fully 40 million bushels lower when projected for the quarter—it is logical to assume that there will be close to 80 million bushels more in the southwestern carryover July 1 than a year earlier. This would just about offset the smaller crop.

With stocks of other grains larger too, there is less storage space available now than there was last year. For example, on May 27 the U.S. Department of Agriculture estimated the percentage of rated commercial grain storage capacity that was filled as follows, with comparisons of a year ago:

Region	1950	1949
Atlantic	43.9	46.8
Gulf	43.2	44/43.5
Northwest and Upper Lake	15.8	28.7
Lower Lake	41.1	34.3
East Central	27.6	21.8
Southwest	77.5	66.8
Pacific Coast	44.4	46.0

The contrast in those figures is quite pronounced in the big centers of commercial storage in the Northwest, Buffalo and the Southwest. With a Texas crop 75% smaller than last year and Oklahoma off about 25%, there is no expectation of storage shortages in those states. The same applies to the southwestern corner of Kansas, where the wheat crop generally is a failure. Those sections probably will have ample room to house their new wheat. In the more northern regions, however, the situation probably will be difficult.

The space situation at the northern terminals is far from promis-

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Millers' Need for Advance Word on ECA Purchasing Pointed Out

WASHINGTON — News disclosed last week in The Northwestern Miller that Economic Cooperation Administration officials will cooperate with the domestic milling industry in issuing wheat procurement authorizations for the next ECA year, while welcome, still leaves the milling industry in a precarious condition, it has been pointed out here.

D. A. FitzGerald, ECA food deputy, agreed to a request of Herman Fakler, vice president and Washington representative of the Millers National Federation, that when ECA wheat procurement authorizations are issued, they will provide that flour might be purchased in place of wheat at the request of the foreign buyer.

The problem which now faces the U.S. milling industry is to obtain information regarding intentions of foreign governments to request issuance of procurement authorizations by ECA.

These procurement authorizations originate in the governments of the ECA nations, which in turn transmit their requirements to the ECA overseas office, which in turn submits the request to the headquarters here.

On the surface this procedure would present no difficulties, but it has been learned through experience that the grain export trade with foreign agents is able to ascertain the intentions of the foreign government well in advance of requests to the ECA offices either overseas or here.

Consequently, it is feared that on many occasions millers will find ECA wheat or wheat flour procurement authorizations may be nothing more than empty promises unless the milling industry can find some way to cope with the competition of the export grain trade in obtaining advance information regarding the requirements of foreign buyers under ECA.

ECA officials have been disturbed by the leaks of news regarding foreign government grain requirements but have no way to plug the leaks, although they have admonished the foreign governments and have scrutinized grain sales carefully to insure that sales have not been made in advance of the procurement period authorized.

At one time ECA contemplated issuing grain procurement authorizations with the contracting period to start one week or 10 days after official publication of the announcement. Perhaps the new conditions regarding the flour industry under the amended ECA act where there is no mandatory requirement for flour exports will persuade ECA to take some steps to tighten up this loophole.

However, complete reliance on ECA efforts is not seen as enough to protect milling industry export business, and self-help in the form of more aggressive foreign agents is now seen necessary if U.S. mills are to maintain any share in export business financed by ECA.

Commander to Reopen 4,000-Sack Flour Mill at Montgomery, Minn.

MINNEAPOLIS — Commander-Larabee Milling Co. plans to put its 4,000-sack wheat flour mill at Montgomery, Minn., back into operation about June 15. The mill has been idle for the past 18 months. The unit will replace part of the capacity lost with the closing of the company's Buffalo plant about two months ago.

Perry Putnam, who was milling superintendent of the Buffalo plant, has returned to Minneapolis and will have charge of production at both the Minneapolis and the Montgomery mills. He replaces Clyde C. Carver, who resigned June 1 to enter business with a brother, Howard, in the operation of a formula feed mill at Conewango Valley, N.Y.

The Montgomery mill will grind spring wheat only. The company's durum products will continue to be milled at the Minneapolis plant.

NEW CARGILL STORAGE—Nearing completion at Chicago are these bulk grain storage units being built by Cargill, Inc., Minneapolis, to provide 6½ million bushels of capacity in addition to the present 10½ million bushels of capacity of the conventional type elevator. The additional facilities, which resemble huge quonset huts or steel aircraft hangars, are being built in two sections. One section, measuring 320 by 220 feet, is between the standard type elevator (upper right) and an old annex. At the other end of the annex is a new section 850 by 220 ft. The structures are being built for bulk storage of grain for relatively long periods. Along with the older elevator, they will provide the largest single grain storage facility in the country, it is pointed out.

Net Loss in CCC Price Support Program Hits $155,322,000

WASHINGTON—Ralph S. Trigg, president of the Commodity Credit Corp., reports that $3,958,328,000 was invested in CCC price support program loans and inventories as of April 30 and that the corporation sustained a net realized loss of $155,322,000 in carrying out this program during the current fiscal year through April. (The net realized loss on the CCC price support program for the fiscal year ended June 30, 1949, was $254 million.)

Of the total investment of $3,958,328,000, loans outstanding totaled $1,947,241,000 (including $737,125,000 of commodity loans held by lending agencies, $1,190,493,000 held by the CCC and $19,623,000 of loans approved but not fully processed), while inventories acquired under loan, purchase agreement and direct purchase operations represented an investment of $2,011,087,000.

Largest Amount for Corn

Price support operations in four commodities accounted for the bulk of the loan total. These commodities, the quantities of collateral pledged and the loans outstanding were as follows:

Corn, bu.	343,155,412	$ 742,342,852
Wheat, bu.	354,858,158	604,142,621
Cotton, bales	2,068,372	303,329,333
Tobacco, lb.	331,874,342	123,798,136
Other		164,938,853
Total		$1,947,240,994

(The above quantity of corn includes, in addition to 306,011,200 bu. 1949-crop corn, 102,692,686 bu. resealed 1948-crop corn and 134,451,526 bu. 1948-crop corn in process of transfer to CCC inventories.)

Included under "other" above were loans on flaxseed, peanuts, soybeans, lespedeza seed, potatoes, barley, dry edible beans and peas, grain sorghums, oats, rice, rye, American-Egyptian cotton and cottonseed. In this group, the largest amount of loans on any one commodity was $48,010,213 on dry edible beans.

The CCC is authorized to have total borrowings outstanding and obligations to purchase loans held by lending agencies at any one time of $4,750 million to carry on its various programs, including the price support program. As of April 30, the CCC had in use $3,545 million of its statutory borrowing authority, i.e., actual borrowings totaled $2,803 million and obligations to purchase commodity and storage loans held by lending agencies amounted to $742 million. This left a net statutory borrowing authority available of $1,205 million.

In addition, other current operating obligations of the CCC amounted to $750 million, some part of which may be liquidated by the use of borrowing authority. These current operating obligations included purchase agreements amounting to $211 million and loans in process amounting to $20 million, as well as other current liabilities consisting of accrued liabilities, accounts payable, and commitments on storage facility loans.

The corporation has a paid-in capital of $100 million and at times it receives advances from purchasers of commodities. These funds, of course, reduce the amount of borrowings necessary for the corporation to carry out its operations.

The net loss in carrying on the CCC price-support program in the first 10 months of the fiscal year was realized largely on potatoes, peanuts, wheat, corn, grain sorghums and wool.

Items in the inventory of the CCC as of April 30, the quantities involved and the cost were as follows:

Cotton, bales	3,506,206	$ 606,848,778
Corn, bu.	254,858,186	388,564,187
Wheat, bu.	137,131,818	318,216,974
Linseed oil, lb.	439,490,154	125,259,541
Flaxseed, bu.	12,222,611	77,131,449
Dried eggs, lb.	83,544,913	108,912,283
Grain sorghums, cwt.	30,542,881	88,548,155
Butter, lb.	94,585,946	61,322,588
Dry edible beans, cwt.	4,726,377	42,137,617
Barley, bu.	28,874,114	41,264,938
Dried milk, lb.	315,815,858	40,026,982
Cottonseed, tons	922,511	25,291,673
Rosin, lb.	364,308,928	28,161,778
Wool, lb.	23,092,734	26,662,400
Other		83,679,268
Total		$2,011,087,548

"Other" items in inventory included American-Egyptian cotton, cotton linters, cottonseed oil, cottonseed oil meal, cheese, peanuts, soybeans, dried fruit, potato starch, potatoes, dry edible peas, oats, rice, rye, hay and pasture seeds, winter cover crop seeds, turkeys, tobacco and turpentine, the largest of which was oats with a cost value of $9,522,549.

BUILDS NEW ELEVATOR

REPUBLIC, KANSAS—A new concrete 150,000-bu. grain elevator is being erected here by the Hall Mill & Elevator Co. Owned by George Hall, the new elevator will be situated at 13th and O Streets. The structure will have a foundation of 45 by 65 ft. and will be 152 ft. tall. It is being built so that additions can be made as needed. The terminal-type elevator will consist of six tanks, with 20 separate bins.

Harry Zimmerman Named President by Kansas Bakers

MANHATTAN, KANSAS—The annual business meeting of the Kansas Bakers Assn. was held at the Manhattan Country Club May 23 and Harry Zimmerman, Emporia (Kansas) Pastry Shop, was elected president. He succeeds James Chase, Golden Crust Baking Co., Manhattan.

Other officers elected at the meeting include W. R. White, Sutorius Bread Co., Salina, first vice president; Charles Meigel, Standard Brands, Inc., Kansas City, second vice president; Walter Kuckenbecker, Red Star Yeast & Products Co., Kansas City, third vice president; Larry J. Felton, Anheuser-Busch, Inc., Kansas City, secretary, and G. C. Gillan, Gillan Bakery, Concordia, treasurer.

Golf matches were held in the afternoon and a dinner was served in the club house in the evening. Mr. Chase was the featured speaker of the after-dinner program.

Congress Passes Bill to Clear Up Basing Point Confusion

WASHINGTON—Last week Congress sent to the White House a bill designed to eliminate the confusion which has arisen over pricing practices by industry as the result of Supreme Court decisions involving the use of basing points.

The bill amends the Robinson-Patman Act and the Federal Trade Commission Act to allow sellers acting in good faith to sell at delivered prices and to absorb freight in meeting competition. However, the bill prohibits concerted action on the part of a group of sellers who jointly act to establish delivered price systems for products.

Charges of price discrimination against a seller could be justified by a defense of good faith in meeting competition, under the bill waiting presidential action.

The passage of this bill by the Senate saw a broad split of party lines, finding such sturdy advocates of strong anti-trust law legislation as Sen. Joseph C. O'Mahoney (D., Wyo.) urging its adoption while Sen. Paul Douglas (D., Ill.) denounced the bill as a wedge to break down the anti-trust laws. There has been no indication from the White House as to what final action President Truman may take.

GOVERNOR OF PUERTO RICO VETOES FLOUR LABEL LAW

An amendment enacted recently by the legislature of Puerto Rico to that country's 1945 flour law has been vetoed by the Puerto Rican governor. The amendment provided that all bags of flour should be labeled with a chemical analysis of the product therein. Strong objections were registered by the trade and were based in part upon the difficulty of putting this information upon the label and in part upon the fact that the analysis would be of little or no value to the consumer.

May Flour Production Shows Increase Over April Total

Flour mills reporting their production to The Northwestern Miller manufactured 13,081,682 sacks of flour during May. This is an increase of 806,832 sacks over the April output. The same mills reported production of 12,345,418 during May, 1949, or 736,264 sacks less than for the past month. Two years ago the production for May was 15,460,626 sacks and three years ago 16,844,811. Based on the Bureau of the Census production for March, the latest available, mills reporting to The Northwestern Miller in that month made 69.8% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in May, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 18,742,000 sacks.

During May, 10 durum manufacturing companies representing approximately 100% of the total durum production in the U.S. made 636,552 sacks of durum production, an increase of 61,488 over the production for April and 56,471 sacks over the production for May, 1949.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	May 1950	*Previous month	May 1949	May 1948	May 1947
Northwest	3,613,533	2,682,375	3,497,226	3,617,341	4,126,622
Southwest	4,949,713	4,709,468	4,112,368	6,155,674	6,301,995
Buffalo	1,898,417	1,993,511	1,884,744	2,048,286	2,487,528
Central and Southeast	2,113,880	2,204,894	2,000,624	2,342,044	2,326,237
North Pacific Coast	1,013,134	861,482	1,196,027	[illegible]	1,669,789
Totals	13,081,682	12,274,850	12,345,418	15,460,626	16,844,811
Percentages of total U.S. output	69.8	69.4	71	79	87

	May 1950	*Previous month	May 1949	May 1948	May 1947
Ten companies	636,552	575,064	580,081	1,037,247	887,182

*Revised.

USDA Asks Food Stamp Plan

FOOD INDUSTRY EXECUTIVES HEAR TRIGG MAKE OFFICIAL PROPOSAL

Endorsement of Plan Represents Reversal of Previous USDA Policy; Proposal Called a Vote-Catching Device; No Constructive Results Reported From Meeting

WASHINGTON — Seventeen food industry leaders of an originally larger committee returned here last week for a return engagement presided over by Ralph S. Trigg, head of the Production and Marketing Administration, who urged adoption of the food stamp plan as an instrument to remove surplus commodities from government stocks. At the first session of this group, Mr. Trigg asked the committee to consider the food stamp plan as a surplus removal vehicle.

Official United States Department of Agriculture approval of a food stamp plan as expressed by Mr. Trigg appeared to puzzle some members of the committee present. They recalled that on April 7, 1949, before a joint session of the Senate and House Agriculture Committees, Charles F. Brannan, secretary of agriculture, rejected the food stamp plan in these words:

"In preparing for this testimony, I gave considerable study to the possibility of using a 'food stamp' or 'food allotment' program as a price support method. The attractiveness of such a program lies in the fact that it encourages increased food consumption and aids those consumers who are most in need. On the other hand, as we now see it, such a program would be administratively expensive, difficult and would only provide an indirect aid to agriculture."

Evidently remembering those words of Secretary Brannan, one member of the industry group told Mr. Trigg frankly that under the previous use of the food stamp plan only an inconsequential amount of surplus foods had been distributed at high per unit administrative cost and that on the basis of that cost history it was useless to look for any broad distribution of surplus foods under a stamp or food allotment program.

The official report of the session with the food industry leaders was a word picture of harmony between the government officials and the industry representatives. The USDA, after the session, reported that "it was the feeling of the group that conferences are serving a constructive purpose, and tentative plans (sic) were made for another meeting at a future date."

Subsequently it was learned in industry channels that the meeting was a failure.

There is some question over the harmony within the meeting itself. One report from reliable sources indicated an industry member proposed that the government endorse a program which would remove the voting franchise from persons with patrimony at the hands of the government through price support bounty or other government handouts when such largess exceeded his annual tax payments. The response of the government presiding officers to this proposal was not recorded, according to this source.

Another source, also familiar with the Brannan rejection of the food stamp plan in April, 1949, saw in Mr. Trigg's endorsement of the stamp plan merely another vote-catching instrument aimed at population groups who would not sit at the first table at the Brannan plan banquet and at critics of the Brannan plan itself. In short, the USDA officials seem to be lining up a whole series of farm programs which are designed to answer criticism from every sector.

W. Floyd McRae

NEW PRESIDENT—W. Floyd McRae, manager of the flour and feed sales for the Igleheart Brothers division of General Foods Corp. at Evansville, Ind., is the new president of the National Soft Wheat Millers Assn. Mr. McRae took office at the association's spring meeting recently at Roanoke, Va. A report of the meeting appeared on page 10 in the May 30 issue of The Northwestern Miller.

Nothing Constructive Noted

Contrary to the USDA report, a quick survey of opinions of five of the industry officials who attended failed to disclose any constructive purpose being served. These industry officials saw nothing constructive in the meeting either from the point of view of disposal of mounting government surpluses or for industry itself. At best, the session could be scored as another inning in which the USDA used an industry group as a sounding board at which a politically inspired government scheme was handed out. At a later date the government officials can with good faith go before Congress and declare that they have advanced all of the current farm surplus disposal ideas to the best minds of the food industry and have received no response or action.

The inability of the government to rid itself of the embarrassing hoards of butter, dried milk and other commodities for which there is no market will at some later date be charged to noncooperation of the food industries when a program was presented to them.

While some original members of the food industry committee were unable to attend the meeting, it was noted that in other instances an alternate attended for the original committee member.

Among industry members present at the meeting here June 1 were the following: Walter R. Barry, vice president, General Mills, Inc., Minneapolis; Howard O. Hunter, Continental Baking Co., Inc., New York; Austin S. Igleheart, president, General Foods, New York; H. J. Kapp, vice president, A. E. Staley Mfg. Co., Decatur, Ill.; D. A. Stevens, General Mills, Inc., Minneapolis, and Paul S. Willis, president, Grocery Manufacturers of America, New York.

Willem C. Schilthuis

W. C. SCHILTHUIS AGAIN HEADS N. Y. EXCHANGE

NEW YORK — Willem C. Schilthuis, executive vice president, Continental Grain Co., New York, was reelected president of the New York Produce Exchange, at the 99th annual election, held June 5. Jules M. Salmanowitz of Superintendence Co., Inc., was reelected vice president and J. A. MacNair, H. J. Greenbank & Co., was reelected treasurer.

New members of the board of managers, elected for two years, are Samuel R. Strisik, S. R. Strisik & Co.; J. Frank Graham, James E. Bennett & Co., and James J. Ryan of Cosmopolitan Shipping Co., Inc. Cecil C. Boden, Cargill, Inc., Larry N. Jackson, L. N. Jackson & Co., Inc., and Charles F. Lambert, J. H. Winchester & Co., Inc., were reelected for two years.

—GRAIN IS THE STAFF OF LIFE—

NAMED TO TRAFFIC POST

MINNEAPOLIS—Walter W. Kremer was recently elected vice president in charge of traffic by the board of directors of the Minneapolis, St. Paul, Sault Ste. Marie Railroad Co. The position of general traffic manager has been abolished.

Harvest Gains Momentum in S. W.; Boost in Estimated Outturn Seen

KANSAS CITY — Southwestern wheat movement gathered momentum this week as Texas and Oklahoma markets began to receive substantial amounts of new crop grain. Fort Worth and Enid recorded combined receipts of 875 cars June 5, compared with 781 a year ago.

Harvesting was slowed down somewhat in the southernmost areas by additional rainfall over the past week end but weather was clear over the rest of the wheat area. Given favorable weather, the harvest should penetrate into south central Kansas by the end of this week.

Yields are turning out better than expected in many areas of Oklahoma and north central Texas, and the quality of early receipts seem to be good. Test weights are averaging higher than normal. Protein is higher than last year. Farmers seem to be willing enough sellers, which may be a reflection of the fact that last week in most of the harvest areas prices to producers were about 4¢ bu. over what could be obtained under last year's government loan.

Moisture Adequate

There is enough moisture for the wheat crop now in all sections. Substantial rainfall occurred in the past week in nearly all areas, with even the driest western districts getting some precipitation. The principal hazard now is the possibility of too much rain around the harvest period, one of the destructive factors last year.

The past month's favorable weather, however, has brought about much improvement in the crop, except in the areas of the Texas panhandle, western Oklahoma and southwestern Kansas, where wheat was too far gone to permit much recovery. The general tendency is to raise crop estimates. C. M. Galvin, statistician for James E. Bennett & Co., Chicago, estimated the crop at 350 million bushels in the five-state area of Texas, Oklahoma, Kansas, Colorado and Nebraska. Many in the trade would put that figure now at 370 million. The May government estimate was 332 million. Last year's total was 454 million.

Mr. Galvin estimated total winter wheat production at 720 million bushels, up 52 million bushels from his forecast a month earlier. This compares with the government May 1 estimate of 690 million bushels, the final 1949 outturn of 902 million bushels and the 10-year average output of 759 million bushels.

Better Yields Possible

Commenting on the present situation, C. E. Skiver of the Kansas Wheat Improvement Assn., says: "The last factor by which the wheat plant can increase or decrease its

ENRICHMENT STORY ON TV—Dr. J. C. Bauernfeind (left), director of applied nutrition, Hoffmann-LaRoche, Inc., recently appeared as the guest of Charles Tranum (right) on the television's popular "Manhattan Spotlight" program over WABD. The show was devoted to a discussion of the importance of vitamin enrichment of white bread flours. Dr. Bauernfeind holds the specially-made six-inch model of a wheat kernel which he used in the presentation to demonstrate to the TV audience the several parts of a wheat kernel.

yield is in kernel size. This has been known to vary as much as 30% in the same variety. When stands are thin and food and water plentiful, kernels will be large. Wheat yields could be materially improved from here on even though stands are thin. Quality is usually improved also."

In Kansas, where the greatest possibilities of improvement lie, there is still a very poor prospect in the southwestern part of the state due to earlier ravages of drouth and insects. Acreage abandonment is heavy south and west of Great Bend and most of the wheat left for harvest is short and stands are thin. In the rest of the state, however, the outlook is better.

Wheat made good progress the past week in Nebraska, the brightest spot in the hard winter wheat area. Some of the earlier wheat is heading in the southern part of the state. Recent rains were helpful in the western sections where moisture has been short this spring.

Spring Wheat Planting Completed; Crop Generally Off to Good Start

With planting of spring wheat now completed, attention of crop observers has turned to progress in development of the crop. Generally, growing conditions have been satisfactory over the main growing areas.

The Occident Elevator Division of Russell-Miller Milling Co. reported June 6 that extremely high winds for four days dried out surface moisture and caused some soil blowing on light land. The crop that is up has a good appearance, although warmer weather is needed to promote more rapid growth. About an inch of rain is needed to replace surface moisture which has disappeared, the report states.

According to the Northern Pacific Railway Co., sharply reduced wheat acreage planted a month later than average justifies forecast of a crop 15 to 20% below 1949 and 40 to 50% below the average crop harvested from 1941 to 1948 in the Minnesota-North Dakota-Montana area.

The season is three weeks late in Minnesota, four to five weeks late in North Dakota and three weeks late in Montana, the report points out. Large areas in the Red River Valley north of Grand Forks will not be cropped this year. In Montana, a winter wheat crop as good as last year is expected.

The following paragraphs summarize weekly state-federal crop reports for important wheat producing states.

North Dakota: Seeding operations got into high gear, with farmers working around the clock in most areas of the state. Warm weather with southerly winds dried fields rapidly. For the state as a whole, it is estimated that approximately 60% of the hard wheat, 50% of the durum, 35% of the oats, 25% of the barley, 10% of the flax and corn acreage has been planted. Seeding is well advanced throughout the southern and western sections of the state where 90 to 95% of the wheat has been sown in some counties.

Montana: Conditions were generally favorable for planting operations and vegetative growth. Crop planting is nearing completion in most areas of the state. Several sections of the western third of the state report inadequate moisture for seed germination. By May 27 approximately 92% of the spring wheat had been planted, 86% of the oats was in and about 89% of the barley was sown. Spring grain planting in the southwestern corner of the state was less advanced than elsewhere. Soil moisture for seed germination is generally adequate in the eastern two thirds of the state. However, in the western third reports indicate numerous areas with short surface moisture.

Minnesota: Good progress was made in field work, but there is still considerable land to be seeded in central and particularly northern areas. In the south, small grain crops have shown excellent progress, especially fields that were seeded early. In central areas from 10 to 25% of the grain crop acreage was still to be seeded. Some progress in field work has been made in the north on high land. The amount of grain seeded, however, diminishes rapidly toward the extreme north as indicated by reports from Crookston.

South Dakota: Spring seeded small grains in southern counties and early seeded fields in central and northern areas were up to good stands, with rapid development resulting from favorable weather conditions. Seeding of most small grains was nearing completion, with only a few scattered operations remaining in northern areas. Winter wheat and rye were making fair to good growth.

Haislip Baking Co. Quits Business Following Strike

NORTON, VA.—As a result of business losses suffered through a "wildcat" strike, the Haislip Baking Co., one of the large wholesale bread bakeries in southwestern Virginia, has announced that it was going out of business.

The strike began May 29. Fred B. Greear, company attorney, said, when two employees who were dismissed persuaded the rest of the company's 70 workers to walk out. Mr. Greear said the men were discharged because a union contract provision stipulates that a man is considered to have resigned if he misses work and has no excuse. The two discharged employees left work on May 28 and had no excuse when they returned on May 29, the company attorney said.

Company officials said the strike was in defiance of their contract and against specific instructions of regional leaders of the United Construction Workers Union, an affiliate of the United Mine Workers.

The company statement added that the strike had destroyed the business of the company and that the firm had decided that it could not operate at a profit in the future.

The Haislip company, which sold bread throughout most of southwestern Virginia and southeastern Kentucky, had a payroll of $5,000 a week. The company and its predecessor, the Norton Baking Co., had been in business here for about 30 years.

N. W. FEED MEN TO VIEW AFMA AND GOLF MOVIES

MINNEAPOLIS — The Northwest Feed Manufacturers Assn. will hold a dinner meeting June 12 at the Radisson Hotel. The program will feature showing of "The Growth of a Nation," the American Feed Manufacturers Assn. movie, and two golf films.

The golf pictures, intended as a warm-up for the association's annual outing June 19 at the Minneapolis Golf Club, are titled "Golf Doctor" and "Play Better Golf."

The dinner meeting, the last to be held by the group until Sept. 11, will be preceded as usual by a cocktail hour starting at 5:30 p.m.

CCC Handles Rye Purchase for Portugal

WASHINGTON — Inability of the private trade to assemble Portuguese requirements for rye led the Economic Cooperation Administration to switch the procurement authority from the private trade to the Commodity Credit Corp. this week.

At the time the original authorization was issued export trade sources predicted that the Portuguese government would be unable to obtain rye grown in the U.S. from trade channels. According to ECA officials movement of the rye for Portugal has already started.

At the same time the U.S. Department of Agriculture weekly grain purchase statement discloses that CCC picked up another small quantity of rye during the week of May 29-June 2. It reports purchase of 87,000 bu. of this commodity.

No other purchases were made by CCC. The cumulative purchases of grains and soybeans for the period July, 1949-June 2, 1950, are as follows: wheat, 51,927,183 bu.; wheat flour (wheat equivalent), 6,812,556 bu.; grain sorghums, 1,451,113; rye, 3,954,352; rye flour (rye equivalent), 102,679; corn, 61,500; barley, 1,381,980, and soybeans, 3,394,069.

The rye purchased last week was obtained through the Minneapolis and New York CCC offices.

Texas-Oklahoma Wheat Association Elects Officers

OKLAHOMA CITY—Owen Wimberly of the Okeene (Okla.) Milling Co. was elected president of the Texas-Oklahoma Wheat Improvement Assn. at a meeting of the directors of that crop organization in Oklahoma City recently.

Other officers chosen were R. D. Zumwalt, Tex-O-Kan Flour Mills Co., Dallas, vice president; C. C. Reynolds, Acme Flour Mills Co., Oklahoma City, treasurer; Keats E. Soder, Oklahoma City, secretary.

The association's organization was revised at the close of the past crop year to include private and cooperative terminal elevator companies as well as flour millers, who initiated the association a few years ago and who have composed its membership until this year.

The new board of directors is composed of Mr. Wimberly and Mr. Reynolds, representing Oklahoma millers; Mr. Zumwalt, and Glenn Berry, General Mills, Inc., Amarillo, and R. T. Cofer, Arrow Mills, Inc., Houston, representing Texas millers; K. K. Smith, of the Kimball enterprises representing Texas terminal elevators and Price Feuquay, Salina Terminal Elevator Co., Enid, representing Oklahoma terminal elevators.

The association maintains its headquarters at 312 Hightower Bldg., Oklahoma City.

DUNWOODY GRADUATES 18

MINNEAPOLIS — Eighteen students from 12 different states and Canada finished their work at the Dunwoody School June 2.

Western Europe Eyes Good Wheat Crop

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John Lerche Reports on Extensive Tour

KANSAS CITY — Western European nations look forward to a wheat harvest this year which might approach last year's record crop, John Lerche, general manager, export department, Flour Mills of America, Inc., Kansas City, said last week. Mr. Lerche recently returned from a two-month tour of England and the continent. It was perhaps the most extensive European trip yet made since the war by a U.S. miller.

European wheat plants lost some of their sturdiness because of a cold, late spring, Mr. Lerche said, but satisfactory yields are anticipated. Serious complaints were reported in Spain because of their long continued drouth.

Larger Imports Seen

The large wheat reserves carried over from previous crops have been used up and larger importations of wheat can be expected, he was told. However, origins of this imported wheat will depend upon Economic Cooperation Administration dollar allocations, bi-lateral agreements and availability of exchange.

By air Mr. Lerche went to England, Belgium, Holland, Denmark, Norway, Germany, France, Switzerland, Spain, Portugal, Greece and Italy.

Business conditions varied in the countries which he visited, but in all much depended on developments of the "cold war" situation, Mr. Lerche said. Lucrative prewar central and eastern European markets are now shut off from trade with the Low Countries, England and France. Other traditional prewar markets in the Western Hemisphere expanded their own facilities during the war and are not now so dependent on European suppliers, Mr. Lerche noted.

Thus the problem of building up trading credit in the interdependent western European nations is difficult to solve, he said. Nevertheless, Mr. Lerche was impressed by the progress made by England, Belgium, France and The Netherlands.

Subsidy Problem

The subject of an appropriate intermediate flour and wheat subsidy was brought up by Spanish and Tangier importers. They cannot comprehend the U.S. government's not placing U.S. wheat and flour exporters on a comparable subsidy with the Canadian Class 2 wheat basis, Mr. Lerche said.

Considerable time was spent by the Kansas City exporter in visiting with the Dutch trade. This group was desirous of increasing the year's import flour quota for that country to 100,000 tons and to do away with any import duty on flour. These aims have not been accomplished because of stronger opposing forces in The Netherlands, it was explained.

Little chance was seen by the visitor for a return to private import trading in Italy. Complete control of the import and export of farm products is held by the Italian Federation of Farmer Cooperatives. The Italians have a portion of their current IWA quota to fill, he said, and it was indicated that 100,000 tons of wheat and flour would be purchased soon.

In England Mr. Lerche visited with the grain and flour trade in London. It was evident to him that although a political iron curtain exists between Russia and the western nations, the British grain trade has been able to penetrate this barrier.

—BREAD IS THE STAFF OF LIFE—

KANSAS CITY FEED CLUB SCHEDULES GOLF PARTY

KANSAS CITY—The Kansas City Feed Club will hold a golf party at Indian Hills Country Club June 13, Richard G. Myers, Rodney Milling Co., president, announced this week. A golf tournament will take place in the afternoon and a number of prizes will be awarded. A buffet dinner will be served in the evening. A cocktail hour which will be "on the house" will precede the meal.

The football coaching staff of Missouri university will speak following the dinner, and movies of the 1949 Missouri-Ohio State football game will be shown.

On May 24 the club was shown the "Growth of a Nation" film produced by the American Feed Manufacturers Assn. at a meeting at the Hotel President. The film was shown through the courtesy of the Staley Milling Co.

—BREAD IS THE STAFF OF LIFE—

GOLF OUTING PLANNED BY NORTHWEST FEED MEN

MINNEAPOLIS — The second annual golf outing of the Northwest Feed Manufacturers Assn. is scheduled for June 19 at the Minneapolis Golf Club.

The committee in charge of the event, headed by Ted Nelson, Union Bag & Paper Corp., is aiming for a bigger and better party than last year's highly successful event.

A dinner of prime roast ribs of beef is planned, and arrangements are being made for entertainment and other indoor sports to supplement the golf tournament. Harry G. Cowan, Spencer Kellogg & Sons, Inc., is lining up prizes. Others assisting with arrangements are Ted Paulsen, Russell-Miller Milling Co.; Wayne Fish, Wayne Fish & Co., and George C. Anderson, Fruen Milling Co.

—BREAD IS THE STAFF OF LIFE—

TEX-O-KAN MILLS SUITE REMODELED, REDECORATED

KANSAS CITY—Work was completed last week on the remodeling and redecorating of the Tex-O-Kan Flour Mills Co. suite of offices in the Board of Trade Bldg. The extensive job took several months to complete and now the milling firm, whose grain division operates the 10,200,000 bu. Santa Fe elevator in near-by Turner, Kansas, occupies some of the most well-appointed offices in the city.

Additional space was leased in the building and a new office was decorated for Aaron H. Fuhrman, vice president and divisional manager. Feature of the office is a large oil painting of the Santa Fe elevator. The artist worked over an enlarged photograph of the elevator which appeared in last year's Life magazine feature about the 1949 winter wheat movement.

Other offices were decorated for Everett M. Summers, J. D. Tinklepaugh and R. B. Caldwell, members of the Tex-O-Kan grain merchandising department. All quarters are air-conditioned.

—BREAD IS THE STAFF OF LIFE—

CORRECTION

R. E. Watson, who was recently re-elected president of the Biscuit & Cracker Manufacturers Association of America, was incorrectly identified in the convention report that appeared on page 30 of the May 30 issue of The Northwestern Miller. Mr. Watson is president of the Weston Biscuit Co., Inc., Passaic, N.J.

Severe Labeling Law Proposed in Louisiana

BATON ROUGE, LA. — New and severe labeling requirements for both bread and flour are prescribed in a bill—S.B. 61—recently introduced in the legislature of Louisiana as an amendment to the present labeling statute.

The proposed law would require flour and bread to bear a label giving the "quantity per pound and the percentage by weight of all of the ingredients thereof and, additionally, in the case of bread, the weight of the loaf, the caloric value per pound, the minimum percentage by weight of protein, . . . of milk solids, . . . of egg solids and the maximum percentage by weight of water in the loaf when wrapped."

A hearing on the bill is planned but no date has been set.

Meanwhile, opposition to the bill has arisen in baking, milling and flour distributing circles. The Tri-State Bakers Assn. has circularized all Louisiana bakers urging them to contact their legislators and protest the proposal. Bakers are reported objecting strenuously to the proposed labeling requirements as "unnecessary, impossible to carry out, confusing to consumers and costly to bakery operators."

The New Orleans Flour Assn. is also working against the bill through its attorney and secretary.

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ONTARIO MILLERS ASSN. PLANS MEETING JUNE 19

TORONTO — The annual meeting of the Ontario Flour Millers Assn. will be held in Toronto June 19. Guest speakers at the luncheon will be G. F. Perkins, chairman of the Ontario Farm Products Marketing Board, and W. H. Waddell, chief of Research (Winter Wheat) Ontario Agricultural College, Guelph. The grain and allied trades will again be hosts at dinner and entertainment after the meeting.

—BREAD IS THE STAFF OF LIFE—

LEVENSON & CO. FLOUR FIRM BEING LIQUIDATED

IRVINGTON, N. J.—Due to unfavorable conditions in the New York metropolitan market, the flour jobbing firm of Levenson & Co. is being liquidated. The firm, operated by Bernard M. Levenson, president, and Berel D. Levenson, secretary, has been active in this field for 32 years. The plant will be used to manufacture and distribute "Griddlemix" for which Levenson & Co. has the charter for the metropolitan district.

Consumer Study Shows Preference for Soft Bread

MANHATTAN, KANSAS—A consumer preference survey conducted by the baking research laboratory, department of milling industry, Kansas State College, shows a better than 2 to 1 preference for soft textured bakers bread over the recently introduced "farm type" loaf.

Prof. John A. Johnson, in charge of the baking research laboratory, used 156 Manhattan families in the survey, supplying each family with unlabeled loaves of standard and "farm type" bread. The families reported their preferences on printed postcards left with the bread.

More than two thirds of the families buying bread regularly showed a preference for the soft-textured bread, Prof. Johnson said.

About 20% of the families indicated a preference for the "16% more flour" bread. Prof. Johnson said that the 20% figure was high enough to warrant bakers to produce the farm type loaf.

The purpose of the survey, he said, was to get information on whether the baking industry had "gone too far" in the direction of soft-textured bread. He added that the survey indicates that consumers generally are satisfied with today's bread.

—BREAD IS THE STAFF OF LIFE—

Approval of ECA Act Opens Way for Subsidy Amendment

WASHINGTON — President Truman this week signed the Economic Cooperation Administration extension legislation authorizing the appropriation of $3.15 billion for foreign aid to western Europe, Korea and adjacent Asiatic areas. It now remains for Congress to grant the necessary funds.

The House has already completed its hearings on the appropriations phase of ECA, and the Senate Finance Committee is about to wind up its sessions on the fiscal side of ECA.

The approval of the ECA act by the chief executive now opens the way for the amendment of U.S. Department of Agriculture wheat and wheat flour subsidy regulations under the International Wheat Agreement. The law as it existed prior to the approval of the ECA act this week only permitted Commodity Credit Corp. to pay the IWA subsidy to ECA nations until June 30, 1950. Originally it had been intended by Congress to transfer the subsidy payment machinery to ECA. That plan was subsequently changed and has now been corrected in the ECA amendment.

The amended CCC subsidy regulation of May 17 banned subsidy payments to ECA-financed exports of wheat or wheat flour after June 30 and for new IWA crop year sales starting Aug. 1, 1950. It is now expected that CCC will bring its subsidy regulation into conformity with the ECA amendment by eliminating sections 571.59 (A)-(B) immediately to open up the foreign markets to U.S. exporters.

FLOUR SALES STILL LIMITED; BUYERS TAKE NEARBY NEEDS

Volume of New Crop Business Small as Quotations Hold Above Spot Delivery Basis; PMA Seeks Flour for Export

Flour business is reported about unchanged from the previous week, with sales volume up slightly for spring wheat mills and down a little in the Southwest. As yet no decided adjustment to the new crop basis has occurred in flour quotations in the Southwest; in fact, 120-day shipment quotations are at a premium over spot values. Buyers, therefore, continue to wait for an opportunity to book their future needs while filling their nearby needs in small purchases. A few of the larger baking concerns are procuring all their flour on a price-date-of-shipment basis. A year ago, flour sales made a decided spurt when new crop price adjustments were posted.

PMA IN MARKET FOR EXPORT FLOUR

The Production and Marketing Administration was in the market early this week for flour for June shipment. Last week, however, government and export business was limited. The Netherlands purchased 70% ash clears in scattered amounts. Latin American business with mills in the Southwest was slow, primarily because the Gulf subsidy is figured low in comparison with East Coast subsidies. Jamaica was expected to buy 1% ash clears over the week-end.

FILL-IN PURCHASING PREVAILS IN EAST

In the metropolitan New York area, buyers continued to refrain from making any substantial forward commitments. Sales to jobbers were limited to small fill-in lots. In sales for nearby shipment, mills were reported making reductions for southwesterns where directions went with the orders. This brought old and new flour about in line on prices, but large buyers held off while looking for further cuts. Chain baker buying was routine.

Market dullness prevailed at Philadelphia, with buyers continuing to defer purchases in hopes of lower prices. Some establishments are using supplies acquired during recent concessions on nearby shipment, and a lighter demand for baked goods has also limited activity. Some bakers are holding off because of reported improvements in growing conditions. The export market is at a standstill. Sales improved somewhat at Pittsburgh, the result of more frequent buying of fill-in needs. Strong resistance to prices is still noted, and purchases were limited to two-week shipment. Price-date-of-shipment transactions still are most popular. Spring wheat flours commanded the most interest last week, and soft wheat types also sold in better volume, along with family types. Bread sales are reported better than a year ago.

Most buying at Boston was in small lots for fill-in purposes. Prices were generally lower, but buyers watched the decline in millfeed prices as an indication of an upturn. Bakers reported a continued sag in their business.

CENTRAL STATES BUSINESS SLOW

A further decline in sales at Chicago was reported. Bakers resisted booking ahead at prevailing prices, and the only buying was in single carlots for prompt shipment. Family flour sales also were light, with only scattered small-lot purchases being made. New sales at St. Louis were light, as were shipping directions. Buyers, apparently hoping for a price break, have shown no interest in new crop flour. Elsewhere in the central states, business was also dull, with buyers apparently having enough on the books to carry through mid-June.

SOUTHERN SALES REMAIN SLOW

In the South, flour sales were very limited. Only small to moderate amounts were booked for prompt and June shipment at New Orleans, with hard winters getting the greater share of the business. Interest in northern springs has subsided following the advance in price. Inquiries on new crop hard winters are limited as buyers continue to follow a conservative policy. Demand for cake flours is slow. Shipping directions have fallen off.

NO IMPROVEMENT SEEN IN PACIFIC N.W.

Business continues very quiet for Pacific Northwest mills, and little improvement is expected for the balance of the season. Mills have had only a trifling amount of exports, and the future is not very encouraging. Some concerns indicate eastern business may pick up for the next season because of a short crop of some types of wheat in other areas.

SPRING MILLS' TOTAL GAINS SLIGHTLY

Sales by spring wheat mills averaged 37.5% of six-day capacity compared with 28.4% the previous week and 68% in the corresponding week last year. The slight increase represented a minor expansion of small-lot business, as bakers continue to avoid purchases for any needs beyond a few weeks. There are indications that many buyers would like to book ahead, but until they feel they can gauge the wheat market trend more accurately or actually have an opportunity to book at more favorable prices, they remain reluctant to talk future bookings. An extremely tight clears situation has developed, resulting from heavy seasonal demand and limited supplies because of smaller production of family patents. Shipping directions and output fell, partly as a result of the Memorial Day holiday.

SOUTHWESTERN SALES TOTAL SHOWS DECLINE

Sales in the Southwest dropped off somewhat because of the Memorial Day holiday and averaged 39% of six-day capacity. This compares with 45% the previous week and 105% a year ago following a price drop. Interest was slow, and buyers generally refrained from making purchases beyond June. Few round-lot sales were made to bakers, and the only chain bakery business was being conducted on a price-date-of-shipment basis. New crop trends were considered too indefinite to arouse interest, and there has been little new crop booking. A premium of around 10¢ sack is asked by most mills for 120-day shipment as compared with June shipment. Strikes which have closed bread plants hurt flour demand in some sections, and stocks are purposely low in other territories because of the nearness of movement of new crop wheat. Family and specialty flours were in slower demand, a normal trend in the summer.

FLOUR PRODUCTION SHOWS DECREASE

Flour production shows a decrease of 173,780 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 69.8% of the total flour production in the U.S. during November, the latest month for which census figures are available, amounted to 2,835,782 sacks compared with 3,009,562 in the previous week and 2,800,408 in the corresponding week of a year ago. Two years ago the figure was 3,293,366 and three years ago 3,687,583 sacks. There was an increase of 14,000 sacks at Buffalo but all other sections showed decreases: Northwest, 104,000; Southwest, 58,000; Central and Southeast, 307 and North Pacific Coast 25,000.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 72.

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MILLFEED MARKETS DISPLAY FIRMNESS

Bran Prices Unchanged from Week Ago, Other Types Off \$1@1.50; Demand Steady

The decline in millfeed prices slowed during the past week, and toward the end of the period some firmness was evident as demand remained steady and the production picture indicated more limited supplies. Bran quotations early this week were unchanged from a week earlier, but heavier millfeeds were off \$1@1.50 ton.

Northwest formula feed held fairly steady during the past week, with some manufacturers reporting an increase in business and others only a slight decline from the previous week's good volume.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 229 as of May 31, down 3 points for the week. The feed grain index was 214.1, up 2 points from the previous week.

Dairy feed sales showed further reductions for most concerns, although one manufacturers reported a gain. Hog feed sales were rated fair to good, and poultry and turkey feed volume averaged higher than the previous week, reflecting increased feed requirements as the birds grow.

Most manufacturers attributed some of the increased buying to the lower formula feed prices made possible by declines in some ingredients.

Formula feed sales were very good in the Southwest last week, and some manufacturers indicate the largest volume of the month was sold during the period.

During the high point of market prices earlier in the month dealers and feeders were not too interested in buying and allowed their stocks to diminish. However, with quotations on most types of feed lower this week, it was a signal for many buyers to enter the market.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 42,393 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 45,731 tons in the week previous and 42,145 tons in a similar period a year ago. Crop year production to date totals 2,379,796 tons as compared with 2,570,945 tons in the corresponding period a year ago.

Small-Lot, Scattered Semolina Sales Continue as Macaroni Demand Dips

Buying of semolina and durum granulars continued small during the past week, with manufacturers of macaroni and noodle products showing only slight interest in making new commitments. Sales were scattered, consisting of a few small lots for fill-in purposes.

Eastern trade sources report that demand for macaroni products declined from the previous week as the seasonal slack dominated the trade. Because of the smaller semolina requirements of manufacturers, directions to mills declined and production last week showed a sizable drop. Production averaged 55%, compared with 64% the previous week and 52% a year ago.

Meanwhile, receipts of durum wheat at Minneapolis were rather light, and even the limited buying by mills kept premiums on fancy milling quality wheat at 15@16¢ over the July future. Quotations on standard semolina June 5 ranged \$5.65@5.80 sack, bulk, Minneapolis.

Practically all of the durum wheat seeding that is to be done has been accomplished by now, with indications that about 10% of the acreage normally seeded to this crop was not planted this year because of wet field conditions.

Durum wheat prices delivered at Minneapolis, June 3, were as follows:

Fancy 1 Hd. Amb. or better	[illegible]
Choice 1 Amber or better	[illegible]
Choice 1 Amber or better	[illegible]
Medium 2 Durum or better	[illegible]
Medium 1 Durum or better	[illegible]

DURUM PRODUCTS OUTPUT

Durum products output as reported to The Northwestern Miller by mills representing approximately 100% of the total U.S. durum capacity, in sacks with comparisons, percentage of capacity based on six-day week:

	No. mills	6-day wk. capacity	Wkly production	% of capacity
May 28-June 3	8	[illegible]	[illegible]	[illegible]
Prev. week	11	[illegible]	[illegible]	[illegible]
Year ago	12	[illegible]	[illegible]	[illegible]

	Crop year production
July 1, 1949-June 3, 1950	[illegible]
July 1, 1948-June 4, 1949	[illegible]

*Revised.

Wheat Values Ease as Crop Outlook Shows Improvement

Private Forecast Hikes Southwestern Output by 30 Million Bushels; Export Prospects Off

Wheat prices are easier this week, resulting from more promising harvest returns and better spring wheat prospects as well as considerable hedge selling and diminishing export prospects. The Minneapolis July future was more stable than any of the new crop deliveries and showed a decline of only ⅛¢ bu. This compares with declines up to 2⅝¢ recorded by the December futures at both Kansas City and Chicago. Other Minneapolis quotations also were more firm than comparable futures in the other markets, although declines of 1⅝¢ and 1⅞¢ were made. Even though spring seeding is now completed and growth has been satisfactory thus far, there is still not full confidence that a normal crop will be harvested.

Closing prices of wheat futures at leading markets June 5 were: Chicago—July $2.13⅝@2.13½, September $2.14⅛@2.14⅛, December $2.16⅞@2.17, March $2.17¼; Minneapolis—July $2.27⅞, September $2.20⅝, December $2.17⅝; Kansas City—July $2.09⅝, September $2.10⅝, December $2.11½, March $2.11⅝.

More Marketed

The higher prices available to producers this year as compared with last year have resulted in larger quantities of southwestern wheat going to market rather than to storage for government loan purposes. How long this will continue remains to be seen as the heavier marketings already have had an adverse effect on premiums in that area and a severe dip below the loan could reverse the trend.

C. M. Galvin, Chicago crop statistician, last week estimated winter wheat production at 30 million bushels more than the amount forecast by the government May 1. His estimate is now 719,938,000 bu., compared with his forecast of 668 million bushels a month earlier. The 10-year average outturn was 758,821,000 bu. Rains in the Southwest slowed harvesting somewhat, but in Kansas the additional moisture was welcomed as a help to increasing yields in that state.

Talks of reduced export requirements in the new crop year also depressed markets. It was said that Russia currently is working out barter arrangements involving wheat with other European countries and also that France was attempting to complete a trade pact with Germany. It is now apparent that the U.S. will fall short of fulfilling its entire IWA export quota by several million bushels, including some 70 million bushels which could be financed by the Economic Cooperation Administration.

Mid-month parity prices for wheat showed an advance of 3¢ from mid-April and 2¢ over the May and June parities last year. Government loan values will be based on the June parity.

Wheat receipts at the nine principal southwestern markets during the week ended June 1 totaled 2,338 cars as compared with 1,913 cars the previous week and 5,056 cars a year ago. Individual receipts included 74 at Omaha, 150 at Wichita, 652 at Fort Worth, 23 at St. Louis, 52 at St. Joseph, 717 at Enid, 305 at Hutchinson and 59 at Salina.

Receipts at spring wheat terminals held at about the same volume of recent weeks, running around 1,000 cars each at Minneapolis and Duluth. Although the demand was not particularly aggressive, a combination of terminal elevator buying and fair to good inquiry from mills for the North Dakota and Montana qualities tended to hold the trading basis fairly steady. The lower protein lots were a little easier at the bottom of their ranges. Ordinary No. 1 dark northern spring wheat traded at 2@3¢ over the July price. Twelve per cent protein was quoted at 2@6¢ over July; 13% protein 2@8¢; 14% protein 7@12¢; 15% protein 13@18¢ and 16% protein 20 to 26¢ over July. The average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.55% and the durum 12.80%.

Premiums on cash durum of good to choice milling qualities held steady, but as during recent weeks tone of the intermediate and poorer milling lots was slow. No. 1 and 2 hard amber durum of fancy milling quality was quoted in the spot market at 13@15¢ over the July price. Mills also bid 13¢ over the July figure for fancy milling durum for June and July arrival. No. 1 and 2 amber durum of choice milling quality quoted at 6@12¢ over July, and No. 1 and 2 durum of medium milling quality 4¢ under to 5¢ over. No. 1 red durum was nominally 9¢ under.

The following table shows the approximate range of cash spring wheat values at Minneapolis, June 3:

For Dry Sound Wheat

1 DNS or NS 58 lb.	$2.21⅝@2.24⅝
11.00% Protein	2.21⅝@2.24⅝
12.00% Protein	2.23⅝@2.27⅝
13.00% Protein	2.26⅝@2.37⅝
14.00% Protein	2.36⅝@2.41⅝
15.00% Protein	2.42⅝@2.47⅝
16.00% Protein	2.48⅝@2.53⅝

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 56 lb.
Damage—1¢ each 1 to 3% over 2%

Premiums Weaken

The closer approach of new wheat marketing in volume continued to weaken cash premiums on the Kansas City market. Cash premiums declined 1½@3¢ during the past week, while futures dropped an additional 2¢. Mills bought only as they needed wheat from day to day, and the only support for the market was in the very light receipts. At current prices ordinary wheat at Kansas City is just at the loan basis, whereas the trade expects lower values during the heavy marketing period. Harvesting is well along in Oklahoma and Texas and is expected to penetrate to south central Kansas late this week. Fort Worth received 505 cars of wheat and Enid 370 June 5, mostly new crop. Quality appeared to be good. At Kansas City No. 1 dark and hard winter ordinary commanded premiums of 9½@11¢ over the July future, June 5, 12% protein brought 9½@13½¢ over, while 13% was 9½@18¢ over. The July future closed June 5 at $2.09⅝, weakened by improved crop prospects.

The following table shows the approximate range of cash wheat prices at Kansas City, June 3, protein content considered:

No. 1 Dark and Hard	$2.19⅝@2.31⅝
No. 2 Dark and Hard	2.18⅝@2.33¼
No. 3 Dark and Hard	2.16⅝@2.32⅝
No. 4 Dark and Hard	2.12⅝@2.30⅝
No. 1 Red	2.21⅝@2.29⅝
No. 2 Red	2.20⅝@2.28⅝
No. 3 Red	2.17⅝@2.27⅝
No. 4 Red	2.14⅝@2.24⅝

At Fort Worth ordinary No. 1 hard winter wheat was reported selling at $2.35@2.36, delivered Texas common points. Wet weather has checked the harvest, restricting country offerings.

Wheat trade was extremely dull in the Pacific Northwest. Exporters report no interest at all on the part of European buyers. Quotations were too far out of line last week for counter offers, with the result that no export sales were made. CCC is out of the market but offers wheat to the trade at $2.27½ for soft white and $2.27⅝ for hard winters, for export only, f.o.b. ship. Soft white prices are around $2.24 bu., track, for the limited amount of trading going on with mills and feed manufacturers.

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages.

	May 28-June 3, 1950	*Previous week	May 29-June 4, 1949	May 30-June 5, 1948	June 1-7, 1947
Northwest	576,239	659,345	583,162	557,190	878,482
Southwest	1,082,346	1,111,481	1,083,766	1,261,435	1,352,326
Buffalo	477,694	443,327	455,946	496,708	500,710
Central and Southeast	477,447	478,302	473,841	488,331	514,892
North Pacific Coast	216,846	251,494	233,577	290,314	262,464
Totals	2,825,737	2,949,341	2,800,330	3,793,365	3,507,663
Percentage of total U.S. output	69.3	69.8	72	73	67

*Revised.

	Percentage of capacity operated in 6-day week: May 28-June 3, 1950	Previous week	May 29-June 4, 1949	May 30-June 5, 1948	June 1-7, 1947	Crop year flour production July 1 to: June 3, 1950	June 4, 1949
Northwest	58	62	54	84	91	33,105,553	34,876,148
Southwest	67	71	66	97	92	44,423,783	47,482,339
Buffalo	87	80	75	81	92	20,275,495	20,109,810
Central and S. E.	61	61	61	66	65	24,954,743	25,696,779
No. Pacific Coast	54	61	58	87	96	11,579,210	13,564,042
Totals	63	69	61	76	85	133,179,333	149,692,415

SOUTHWEST

Kansas City

	6-day week capacity	Flour output	% activity
May 28-June 3	469,720	294,694	63
Previous week	469,720	331,000	71
Year ago	469,720	274,714	67
Two years ago	374,820	322,734	86
Five-year average			84
Ten-year average			80

Wichita

	6-day week capacity	Flour output	% activity
May 28-June 3	118,800	63,728	54
Previous week	118,800	82,213	69
Year ago	118,800	56,474	48
Two years ago	118,800	102,727	86
Five-year average			81
Ten-year average			85

Salina

	6-day week capacity	Flour output	% activity
May 28-June 3	100,200	78,190	78
Previous week	100,200	82,343	81
Year ago	100,200	77,143	77
Two years ago	100,200	91,458	91
Five-year average			79
Ten-year average			78

52 Representative Mills Outside of Kansas City, Wichita and Salina

	6-day week capacity	Flour output	% activity
May 28-June 3	1,081,100	691,433	64
Previous week	1,081,400	692,847	64
Year ago	1,081,400	674,590	67
Two years ago	964,850	848,173	88
Five-year average			68
Ten-year average			66

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	6-day week capacity	Flour output	% activity
May 28-June 3	785,114	477,447	61
Previous week	780,114	*478,302	61
Year ago	788,254	473,841	61
Two years ago	735,564	488,331	66
Five-year average			61
Ten-year average			69

*Revised.

NORTHWEST

Minneapolis

	6-day week capacity	Flour output	% activity
May 28-June 3	324,360	212,507	66
Previous week	274,800	*186,444	77
Year ago	261,300	194,900	66
Two years ago	276,966	204,783	83
Five-year average			65
Ten-year average			69

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	6-day week capacity	Flour output	% activity
May 28-June 3	659,100	363,832	55
Previous week	658,200	*434,136	65
Year ago	661,100	354,000	54
Two years ago	660,500	449,391	67
Five-year average			69
Ten-year average			58

*Revised.

BUFFALO

	6-day week capacity	Flour output	% activity
May 28-June 3	546,000	477,694	87
Previous week	546,000	443,327	81
Year ago	600,000	455,946	76
Two years ago	604,250	496,708	82
Five-year average			79
Ten-year average			77

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	6-day week capacity	Flour output	% activity
May 28-June 3	243,000	129,842	53
Previous week	243,000	*154,600	64
Year ago	232,000	140,180	61
Two years ago	231,000	183,841	78
Five-year average			77
Ten-year average			72

*Revised.

Portland and Interior Oregon Mills

	6-day week capacity	Flour output	% activity
May 28-June 3	148,400	84,142	57
Previous week	148,400	81,981	55
Year ago	146,400	70,424	62
Two years ago	148,400	78,533	52
Five-year average			72
Ten-year average			74

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction:

	Southwest*: Weekly production	Crop year to date	Northwest*: Weekly production	Crop year to date	Buffalo†: Weekly production	Crop year to date	Combined**: Weekly production	Crop yr. to date
May 28-June 3	22,137	1,242,444	12,126	684,933	8,484	512,235	42,385	2,570,700
Previous week	23,338		112,479		18,813		145,731	
Two weeks ago	23,207		17,600		9,604		65,449	
1949	21,848	1,243,748	11,816	688,004	8,772	501,172	42,145	2,570,944
1948	27,429	1,461,458	13,633	667,978	9,977	651,614	61,100	2,760,429
1947	25,356	1,249,131	17,068	818,469	10,840	489,107	53,204	2,674,727
1946††	8,171	1,189,219	8,279	784,737	5,872	477,581	24,322	2,436,497
Five-yr. average	21,284	1,118,906	12,310	733,943	8,961	491,614	42,448	2,361,679

*Principal mills. **75% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (31 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

Leftover ECA-IWA Quotas Indicated

13 MILLION BUSHELS EXPECTED TO MOVE WITH ECA FINANCING

Remaining Unfilled Quotas Subject to ECA Financing Total 83 Million Bushels, With Italian, German Shares the Largest

By JOHN CIPPERLY
Washington Correspondent of
The Northwestern Miller

WASHINGTON—As the first year of the International Wheat Agreement draws to a close there still remain unfilled import quotas which are subject to Economic Cooperation Administration financing amounting to approximately 83 million bushels, of which not more than 13 million bushels will be exported, officials predict.

Four of the large guaranteed import quotas are unlikely to be taken in full. Italy as of last week had an unfilled import balance of more than 30 million bushels with the prospect that little if any of this quantity will be moved from the U.S. An unfilled German quota of 35 million bushels also goes begging. The unfilled Belgian balance of slightly more than 4 million bushels may in part be picked up, but ECA officials doubt any large requirement from this quarter. Another balance which is unlikely of fulfillment is the Irish unfilled quota of nearly 3.5 million bushels.

The failure of the Italians to take up their original quota is said to be a source of embarrassment to that country and is explained in several ways. First, the Italian wheat crop was greatly larger than had been anticipated, and second Italy, in conserving its ECA dollar resources, was able to make bilateral arrangements with non-IWA wheat exporting nations thereby finding a market for some of its own goods.

Save Dollars

Likewise, Germany, in saving dollars for other uses, made bilateral arrangements for bread grains and was aided by increased domestic output of food.

The failure of the Belgians to use all of their import quota is ascribed to the flour requirement of the ECA act. The Belgian government resisted the mandatory flour requirement of the act and as a result only took such needed wheat so that they did not throw the ECA flour provisions out of balance. Some nations took more than the 12½% flour mandate thereby relieving the Belgians of the necessity of taking flour.

ECA rounded out its legal requirements in regard to flour exports by averaging out the flour exports over all nations and did not require each nation to follow the legal requirements precisely.

In connection with the Irish quota it has been learned that this nation set its requirements under the wheat pact at the maximum quantity they would need at the beginning of the third and fourth years of the agreement. It is believed that Ireland was given a tacit understanding that the exporting nation would not put wheat to it at the floor price during the first two years of the pact. Ireland is switching its agricultural economy from one of bread grains to livestock, a move which will not have been completed until the start of the third year of the wheat agreement.

Subsidy Rates Under Wheat Agreement

(In cents per bushel)

	East Coast	West Cal.**	Gulf*	Gulf†	Gulf‡
May 20—					
May-June 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 11—					
July 31			[illegible]	[illegible]	[illegible]
July	[illegible]	[illegible]	...	...	...
May 31—					
May-June 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 11—					
July 31			[illegible]	[illegible]	[illegible]
July	[illegible]	[illegible]	...	...	...
June 1—					
June—					
June 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 11—					
July 31	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 1—					
June—					
June 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 11—					
July 31	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 2—					
June—					
June 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 11—					
July 31	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Delivery periods for flour are 15 days beyond date specified except that no delivery period extends beyond July 31.

*Gulf to all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands.

†Gulf to Far East and adjacent areas.

‡Gulf to Latin America, West Indies and Mexico.

§May to June 10; July 1 to 31.

¶May to July 15; July 16 to 31.

††June; July 1 to 31.

‡‡June-July 15; July 16-31.

**Rate applicable 1950 crop wheat or flour from California ports is 11¢.

The alleged understanding on the Irish import quota calls attention to the curious condition surrounding the recent devious permission for the swapping of quotas by nations with unfilled import balances to other IWA nations which have exhausted their import guarantees. This procedure was authorized when the U.S. Department of Agriculture altered its subsidy regulation May 17.

Exhaust Quotas

Portugal, Mexico and Holland were three nations with exhausted quotas and additional wheat requirements during the current IWA year. Trieste was a fourth falling into this category, and through arrangements with Italy, CCC was able to accommodate Trieste, charging this sale to the Italian import quota.

On the other hand, the position of Portugal could not be relieved, it appears from reports from trade. Last week it was reported that Portugal had bought a cargo of wheat ex-subsidy, using ECA funds in payment. This purchase represented a per bushel wheat price approximately 60¢ higher than the open market. Previously it had been reported in ECA circles that Portugal was negotiating a quota swap with Italy and that the ECA mechanism for the handling of this transfer had been worked out at the reconstruction agency when the Dutch had requested similar accommodations from the German import quota.

No official explanation was made as to why the Portuguese were not similarly accommodated.

Government officials who worked on the original draft of the wheat agreement dislike the quota swap arrangements as now contemplated, fearing that they will lead to precedents which ultimately will lead to abuses.

One report—completely in the rumor class—is that an exporter has offered Brazil $600,000 in U.S. money for resales privileges on 150,000 tons of its unfilled import quota of 13 million bushels. This bonus would represent approximately 10¢ a bushel of the wheat involved.

A study of the possible destination of this quantity of wheat—only eligible for resale to IWA nations—reveals that Mexico is about the only place where this quantity of wheat could be placed at this time unless some portion of it was made available to Portugal, which is estimated to require about two cargoes in addition to the reported sale June 2, 1950.

Sales Reported

The opening of sales for the second year of the agreement shows Australia and Canada already reporting sales. Those of consequence are Australia to the U.K. (27,735,000 bu.) and Egypt (9,609,000, its full 1950-51 quota). Egypt had been granted a 160,000-ton increase in its annual quota starting with the 1950-51 IWA year reflecting effective demand in terms of sterling. Egypt has been rapidly expanding its cotton acreage at the expense of wheat cultivation, it is reported.

1950-51 crop year Canadian sales were limited to Guatemala, Nicaragua and Ecuador, the total being less than 100,000 bu.

The failure of Canadian negotiators to close a new wheat contract with the U.K. is seen as a bearish factor on wheat prices during the second year of the pact, depending on Canadian crop conditions. If the Canadian crop is good there will be an urge to push sales to the U.K., it is claimed here. The Canadian wheat officials are reported nervous in regard to wheat sales to the U.K., and it is expected that if the U.K. buyers drag their feet in placing Canadian orders, Canada may be tempted to sweeten the deal with price concessions below the maximum price of the agreement. This government official said he was certain that the Canadian negotiators would have gladly signed a new U.K. contract at a price under the ceiling of the wheat agreement.

For the second year of the wheat pact maximum prices remain at $1.80 for Manitoba northern in store at Fort William, with the minimum price $1.40 bu., a 10¢ reduction.

With a potential maximum of 13 million bushels of wheat to be exported by the U.S. to ECA-financed nations for the balance of the IWA crop year, it is seen that after removing the German quota and sales credited to it the U.S. will fall short of its guaranteed sales by between 30 to 35 million bushels. For all practical purposes Australia has completed its 1949-50 guaranteed export quota, as has France. In fact, France has exported a much larger quantity of wheat than the 3 million-odd bushels granted it as an exporter.

Canada appears to be missing its export guarantee by nearly 30 million bushels, which can be reduced only through picking up scattered parcels of unfilled quotas in Cuba, the Philippines, South Africa, Saudi Arabia and small bits in Latin America. These unfilled import balances only amount to approximately 16 million bushels, excluding the almost untouched Brazilian import quota of 13 million bushels. Were these unfilled balances all to materialize as export business for Canada that exporter would still fall short of its guaranteed export quantity by nearly 15 million bushels.

The Canadian position, however, is hardly one to provoke sympathy in U.S. milling circles since Canada appears to have thoroughly protected its export markets through the Class 2 wheat price.

The standard of value of the wheat agreement to the U.S. for the first year leaves much to be desired. Even with the major share of the U.S. export business totally subsidized by ECA funds the U.S. has been unable to attain its export guarantee. At the same time it has been losing ground in historical flour export markets. In short, the U.S. had difficulty giving wheat away in western Europe while other exporters have been grabbing off historical markets which have represented the exhaust valve for certain mills. (See table on page 72.)

DEATHS

Gregory Guy Williams, 65, grain statistician and owner of the Williams Market Service, Kansas City, died at Menorah Hospital in Kansas City June 2. Mr. Williams was a graduate of the University of Arkansas School of Law and lived in Little Rock and Oklahoma City before moving to Kansas City and establishing the market service about 15 years ago. Surviving are his widow, a daughter and two sons, all of Kansas City.

Henry D. Dietrich, 76, a director of the Freihofer Baking Co., Philadelphia, and formerly associated with the milling industry, died at his home May 31. A graduate of the Philadelphia College of Pharmacy, Mr. Dietrich was a director of Luden's, Inc., and Food Industries, Inc. He is survived by two sons, **H. Richard**, president of the Freihofer concern, and **Daniel W.**, president of Luden's.

James N. Mann, 72, founder of the Mann Bakery, Amarillo, Texas, died there recently following a lengthy illness. He had been prominent in the baking industry in the panhandle region for many years. His bakery operates 28 delivery routes in the area. He is survived by his widow, **Mattie**, and two children.

BREAD IS THE STAFF OF LIFE

J. A. SILVA TALKS

BUFFALO, N.Y.—"Dry Milk and Its Uses" was discussed by J. A. Silva, Jr., American Dry Milk Institute, Chicago, at the May 23 meeting of the Buffalo Retail Bakers Assn.

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Pennsylvania Allieds Hold Meeting for Bakers

READING, PA.—An entirely new departure in the field of cooperation between bakers and allied trades organizations was launched here May 18 when Pennsylvania Division No. 4 of the Allied Trades of the Baking Industry sponsored a one-day conference on bakery production and sales at the Abraham Lincoln Hotel.

As Joseph L. Carroll, Pillsbury Mills, Inc., Philadelphia, president of the Pennsylvania allied group, stated in his opening remarks, the conference was a "brain child" of Claude H. Bollinger, Flour Mills of America, who served as conference chairman.

The morning session featured a panel discussion of production topics, with Fred F. Hauser, Anheuser-Busch, Inc., Philadelphia, serving as panel moderator. While each of the seven panel members discussed freely his particular subject, questions were answered from time to time as they developed. Claude R. Stratton, Pillsbury Mills, Inc., Minneapolis, spoke on the selection of flours for various bakery products and to meet specific shop conditions. Mr. Hauser followed with a presentation on fermentation. Other members of the panel were Ben C. Drake, H. Muller-Thym Co., who covered the subject of "Machine Make Up"; Jones E. Mapes, Anheuser-Busch, Inc., who talked on various types of bread; Max Cyliax, The Brolite Co., who spoke on sweet doughs; Karl Keeney, Standard Brands, Inc., talking on "Rope and Mold" and J. Thompson Schell, Mallet & Co., on icings.

The afternoon session was a logical step along the general character of the conference, with speakers on topics concerned with the packaging, transportation and selling of bakery products. Maurice D. Smith, Pollock Paper Corp., acted as panel moderator and discussed waxed paper and recent developments in this field. Robert E. Bauer, packaging engineer, covered the phase of designing cake and pie boxes with a "modern look." A presentation not often heard at bakers' conventions came from Jess Goranflo, Boyerstown Auto Bodies, Inc., who discussed problems involved in the transportation of bakery products. Fred Wester, Stanley Musselman, Inc., talked on the importance and effectiveness of advertising while Hen Johnston, chairman of the board of the National Outdoor Advertising Assn., spoke on advertising with particular emphasis on the outdoor version.

The final speaker of the conference's afternoon session was John Hagy, Freihofer Baking Co., president of Pennsylvania Bakers Assn., who gave the audience a presentation on the principles of bakery sales based on 35 years of practical experience in the bakery sales field.

Attendance at the meeting totaled 77 bakers and 68 allied men, the latter being hosts to the bakers at a group luncheon.

John P. Garrow, Chapman & Smith Co., Chicago, president of the national allied trades association, expressed his pleasure over the success of this "milestone in relations of the allied trades with bakery operators" and wished the organization best of luck on future meetings of this type. Theo. Staab, secretary of Pennsylvania Bakers Assn., also congratulated the allied tradesmen on their success and encouraged them to consider this type of meeting as an "excellent media of establishing even better relationships between the members of the industry."

—BREAD IN THE STAFF OF LIFE—

APPOINTED MANAGER

CHICAGO—The Board of Trade Clearing Corp. has announced the appointment of Joseph J. Shanley as manager, effective May 15. Mr. Shanley, who has been chief auditor and manager for the business conduct committee of the Chicago Board of Trade for the past eight years, will also continue in that capacity. Prior to this latter connection Mr. Shanley had been identified with several La-Salle Street grain and investment houses for the past 30 years.

—BREAD IN THE STAFF OF LIFE—

VANDERBILT PATENTS DEDICATED TO PUBLIC

NEW YORK—Patents on two new processes which are designed to retard the rate of staling and thus prolong palatability of bread and other yeast-raised bakery products have been dedicated to the public by the R. T. Vanderbilt Co., Inc., of New York City.

The patents, issued by the U.S. Patent Office May 30, cover processes involving the use of Myrj 45 and other closely related anti-staling compounds. These processes now will be available to the baking industry on a free and unrestricted basis, the Vanderbilt company reported.

H. H. Favor, technical head of the company's food division, stated that use of the new technique should result in "substantial benefits to bakers and consumers by enabling bak-

Make it better...

Better baked goods attract customers

Fine fermentation builds business

Make 1950 your year for better fermentation ...better baked goods ...better business

There's a lot of talk today about building sales of bakery products—improving quality. A study of the situation reveals plenty of opportunity for the baker who turns out high-quality baked goods.

Take white bread, for instance. Survey results published last year showed that 29.6% of the people customarily ate bread at no more than two meals per day. Nearly one-third of the public still has to be sold on including bread with the third meal.

Thus, with bread—and with every baked product, the need is to make it better—so that you'll sell more of it. It is not so much a question of getting business

Member **Fleischmann's**

ery products to retain freshness and softness longer.

"Rapid staling has long been a problem in the industry," he added, "and our company is glad to render a service by making this research available to all."

The processes were developed by Norman F. Johnston, chemist of the Vanderbilt Laboratories, East Norwalk, Conn., and patent applications were filed in 1947. Patents were assigned by Mr. Johnston to the company, which, in turn dedicated them to the public.

R. T. Vanderbilt Co., Inc., a research and sales organization, has a food division which specializes in food emulsifiers for the Baking Industry.

The processes bear U.S. Patent Office Nos. 2,509,926 and 2,509,927.

—BREAD IS THE STAFF OF LIFE—

RUSSELL D. L. WIRTH NEW PRESIDENT OF RED STAR

MILWAUKEE — Russell D. L. Wirth, grandson of Leopold Wirth, a founder of Red Star Yeast & Products Co., Milwaukee, has been elected president of the company to succeed the late Charles L. Wirth, who died unexpectedly May 21 after suffering a heart attack.

The new president has been with Red Star for more than 20 years and has been associated in practically every department of the yeast firm. Twelve years ago he was elected vice president.

Also announced has been the election of C. F. Wehr, Red Star director and president of the Wehr Steel Co., as vice president to succeed Mr. Wirth.

The late Charles Wirth had headed Red Star since 1937, and had been active in local, state and national baking and yeast circles.

Sell more of it!

from competition, *as* it is expanding the present market and winning *new* customers to quality-baked products . . . *products that invite initial buying and enthusiastic repeat purchases.*

Quality depends largely on fermentation

One key to quality-baked goods is fermentation. For the right kind of fermentation helps you meet changing conditions such as water and weather . . . helps you bake to meet the preferences of your particular market. Fermentation helps you "control" conditions so that you always give your customers fresh, flavorful, quality goods.

Yes, better baked goods depend on fermentation. Proper fermentation depends primarily on the yeast you use.

Fleischmann's Yeast— *for finest fermentation*

Constant improvement over the years has made today's Fleischmann's Yeast the finest that bakers have ever used.

Reasons for this are many. Each pure yeast cell isolated by the Fleischmann Laboratories' technicians is "babied" in the Fleischmann plants as it's grown and developed into thousands and thousands of pounds of baker's yeast.

During manufacture, for instance, the yeast is repeatedly washed in pure water to safeguard its uniformity. In the Fleischmann cutting and wrapping rooms, even the *air* is filtered to assure yeast purity. *After* manufacture, the yeast is checked at the plant and later in various Fleischmann control laboratories.

It is such endless, constant improvement and checking that gives you yeast that provides balanced fermentation . . . that "conditions" the dough batch throughout the entire fermentation stage. This helps assure *good volume, grain,* and *texture* in the finished baked goods.

In 1950, as for over 80 years, every facility and service of the makers of Fleischmann's Yeast will again be devoted constantly towards safeguarding

fermentation — your business and our business

In the new, bright blue-and-white striped wrapper

Yeast — *always "busy" in the dough... NEVER FLASHY...NEVER SLOW!*

M. Lee Marshall Addresses AIB Graduating Class

CHICAGO—Trained men and women who have energy, willingness and the ability to think are needed by the baking industry. This important fact was emphasized by M. Lee Marshall, Continental Baking Co., New York, member of the board of directors of the American Institute of Baking, in his address at commencement exercises for the 56th class of the AIB baking school May 19. To stress further the value of training, Mr. Marshall compared the cornerstone of AIB's new building with the graduates, saying that these graduates are "a more important cornerstone for the industry than any mass of concrete could ever be."

"That new building is a monument to our belief in this industry," he said, "just as you, the graduating class, are living evidence that we are in a growing, expanding, improving business. A business only grows when it gets new blood, and acquires new facilities."

Howard O. Hunter, executive vice president of AIB, spoke on the future training facilities of the school with the expanded resources, modern equipment and more convenient layout offered by the new building. In the absence, due to illness, of Louis E. Caster, president and chairman of the board of the institute, Mr. Hunter presented the graduation certificates to the members of the class.

The opening welcome was given by Dr. William B. Bradley, institute scientific director. Everett T. Waller, president of the school alumni association, extended the best wishes of all alumni and welcomed the graduating class into the alumni association.

The C. B. Morison Award, which is given to the student of each class who has shown the most progress during the course of instruction, was received by Paul L. Pope, Standard Brands, Ltd., Montreal. Presentation was made by Victor E. Marx, American Dry Milk Institute, Chicago, chairman of trustees of the C. B. Morison Memorial Fund.

Ernest C. Evans, president of the class, and Kenneth Ochsenschlager, secretary-treasurer, addressed the class briefly, paying tribute to the principal of the school, William Walmsley, and the school staff.

—BREAD IS THE STAFF OF LIFE—

ROY BRADEN NAMED HEAD OF TEXAS BAKERS ASSN.

SAN ANTONIO, TEXAS — Roy Braden, Braden's Bakeries, Dallas, was elected president of the Texas Bakers Assn. at the 50th annual convention of the group at the Plaza Hotel here April 16-18, succeeding Beverly A. Peel, Richter Baking Co., Corpus Christi.

John C. Koetting, Fehr Baking Co., Houston, was named vice president, and W. D. Baird, Baird's Bakery, Abilene, secretary-treasurer. Eight new directors were also chosen.

—BREAD IS THE STAFF OF LIFE—

FIRE DESTROYS ELEVATOR

BRISTOW, OKLA.—Fire which destroyed the Green Mill & Elevator Co. here caused an estimated $100,000 damage, Pete Foster, one of the owners, said. He said the fire began in the upper part of the elevator and destroyed grain and grain beds as well as the elevator.

WHEAT WATERWAY — Old Man River is ready to tote wheat and flour again, as in the old days when, before the iron horse arrived, he played the principal part in finding markets for the young agriculture of the Upper Midwest. Some notion of his importance in those days can be sensed from the following paragraphs taken from an article in The Northwestern Miller of half a century ago:

"Along the Mississippi from St. Paul downward, wheat was hauled by teams to various towns on the river, whence it was shipped downstream by steamboats and barges to railroad connections. It was not until the 70's that the course of most all the wheat grown in the Northwest was turned toward the mills of Minneapolis.

"The towns on the west bank of the river, where boats landed, were Hastings, 30 miles below Minneapolis, Red Wing, Lake City, Wabasha and Winona. Still farther down and 125 miles from Minneapolis on the Wisconsin side, was La Crosse.

"The towns on the west bank depended entirely on the river as a means of shipping wheat until 1870. Prior to that year, shipments would be made by boat to some point having railroad communications. In 1857 it was to Rock Island, in Illinois. Then La Crosse, Wis., became the transfer point in 1858, when the Chicago, Milwaukee & St. Paul Railway was completed to that town.

"The all-rail route from St. Paul to Milwaukee via Prairie du Chien, Wis., was opened in 1867, and there was rail connection at that time to Chicago in the same year, via Chicago, Milwaukee & St. Paul Railway to Milton Junction and Milwaukee, thence via Chicago & North Western Railway. In 1869 the river was bridged at Hastings, and a road built on the west bank to Red Wing and Winona in 1870. The La Crosse bridge was built in 1872.

● **Red Wing's Supremacy**—"Red Wing was the principal wheat market of the Northwest from 1862 to 1877, and for a time was the greatest primary market in the world. But until the railroads came, no grain could be shipped after the close of the river, which was usually the middle of November, until the following May, when navigation opened again. This resulted in large warehouses being built in Red Wing, along the waterfront.

"The river bank is high and abrupt, so the warehouses were built at the foot of and against these bluffs, and of a little greater height. From the street above they appeared like low buildings, but from the river they rose like great elevators. They were so arranged that wagons could be unloaded at the top floor, which was on a level with the street, and the wheat dumped into the bins and drawn out by spouts at the boat-landing below.

"These warehouses were the reverse of elevators, for everything went down and nothing up. Nor was it necessary to elevate the grain in the process of cleaning, for it was cleaned by the farmers before being taken into the warehouses. Should a wagonload of uncleaned wheat be offered, it was refused, but the farmer had the privilege of using a fanning mill in a convenient building, after which his wheat would be received.

"Farmers hauled their wheat to Red Wing from many miles in the country to the westward. Ox teams were in common use then, so traveling was of necessity slow. The farmers would camp at the roadside when night overtook them, and camp during the time they were in town. When the roads were good and grain was moving, the streets of Red Wing would often actually be blocked early in the morning with ox teams drawing wagons laden with wheat.

● **Futures Unknown** — "The warehouses were on an extensive scale, and their combined capacity would not be small even for today. During the winter months there was at one time as high as 1,500,000 bu. of wheat in store. This was in the 60's before options and futures were known. This amount of wheat was carried through the winter without the slightest idea on the part of the owners what the price would be in the spring. The only protection buyers could have was to buy with sufficient margins to insure them against loss from any ordinary fluctuation of the market. But fluctuations were frequent and frightful in the early 60's, owing to the premium on gold. At the close of navigation one fall, the grain buyers got together to talk the matter of prices over, and it was decided to drop the paying price of wheat 45c bu. Of course, they knew what the markets in Milwaukee and Chicago were doing, but there might be an advance or a decline of $1 bu., yet they were helpless as far as their wheat on hand was concerned.

"This condition of the grain trade was the direct cause of future selling. Whatever may have been the abuses of the system later, legitimate needs of the trade brought it about. The date of the first transaction in future selling is not known, but it was in the winter of 1868-69 that the system was put into practice. The actual wheat was sold for delivery in May. It was a simple business transaction, one man selling wheat, which he owned, to another, to be delivered at a future time. From this time on there were open markets in Milwaukee and Chicago, where the western buyers could sell and protect themselves, and thus pay a closer market price to the farmer."

● ● ●

ST. LUKE 22:19

Because, in an upper room,
A quiet Voice once said:
"This do in remembrance . . ."
I always serve my bread—
The making seems a holy rite—
On a silver plate,
And before I touch a slice,
Although none knows, I wait
To breathe a grateful "Thank you, Lord,"
For a daily symbol of
(What woman baked that other loaf?)
An infinitude of love.

Ethel Romig Fuller

. . . . . Looking Backward

into the Files of The Northwestern Miller . . . .

75 Years Ago:

Charles Pillsbury had bought Eastman, Gibson & Co.'s 11-run Minneapolis mill.

To "those energetic and sterling old millers of Michigan," who had worked so faithfully to organize a national millers' association, it was a discouraging reflection that only 30 out of the 488 mill owners of that state were present at a meeting held in Detroit. "The truth is not to be disguised," commented the editor of The Northwestern Miller, "that the association idea received its death blow in the previous year from a handful of swell-headed 'grinders' of that fossil city, St. Louis, who made a jest of this high object."

The Herin Smith flouring mills, Wheatland, N.Y., went up in flames with a loss estimated at $25,000.

50 Years Ago:

The Northwestern Miller published a "corn issue," reciting the fact that the corn milling industry of this country had reached large proportions and that corn products were taking an important place in the human diet. "Corn, however," said the editor, "can never infringe upon the territory of wheat, though rice, barley and rye will probably have to give way largely to the more powerful maize."

Charles Hoyt, a Minneapolis head miller, made a 10-week trip to Europe.

25 Years Ago:

Charles C. Hart, The Northwestern Miller's Washington correspondent, was appointed U.S. minister to Albania. He was succeeded by George E. Akerson.

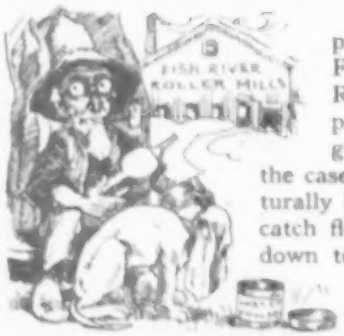
Elimination of trade evils, especially long-time contracts and guaranties against price declines, was the big item on the agenda of the seventeenth annual convention of the American Feed Manufacturers Assn., held in New Orleans.

The Southwestern Millers League presented a suitable trophy to L. E. Moses, chairman of the board of the Kansas Flour Mills Co., in appreciation of his 10 years of service as the association's president.

Otto Madsen, long-time flour importer of Denmark, was dead in Copenhagen, where for more than 25 years he had represented the Pillsbury account.

Ford Flour Co. and the Colonial Milling Co. bought the Liberty Mills at Nashville, Tenn., each taking a 2,000-bbl. unit.

Upon his resignation from the post of secretary, T. M. Chivington was the subject of a resolution of appreciation from the American Corn Millers Federation. Reynier Van Evera succeeded him.



"I ain't no particular preference," said Old Dad Fetchit of the Fish River Roller Mills, "as to whether prices go up or down. It's a good deal like when you take the case of the houn' dog. He naturally likes to set in the sun and catch fleas, but ef it comes right down to it, he can get about as many settin' in the shade. It mostly jest depends on the dog."

EDITORIAL

SELF-HELP FOR FARMERS

WHEN farmers do things for themselves it is news. Doubtless there is a lot more farm relief work by farmers than we know about, but the proportion would have to be small when set over against the virtual farm relief monopoly which is maintained by the political do-gooders. Politicians do not seem to expect the farmer to do any helping—beyond, of course, making the right marks on the ballot sheets.

It is almost sensational, therefore, to contemplate such an organization of farmers as the Oregon Wheat Commission, which was established in 1947 by legislative act through the efforts of the Oregon Wheat Growers League. It is supported by wheat growers and is without benefit of government money. It is responsible for expanding the present markets and developing new markets for Oregon wheat. The members of the commission are citizens and residents of the state who have actually been growing wheat for at least five years.

Since the commission is an agency of the state, it cannot enter into the commercial field of buying and selling wheat. It can, however, promote increased markets for wheat through a program of research, education and publicity. Its view is the long view. It operates on the level of planning. Study has been going on and the commission program has advanced to the stage of an active plan. The commission's first research report is concerned with industrial utilization of farm products. It tells the farmer all that he can be told now about where and how far he may go in this direction.

Plastics, starches, sirups, sugar and alcohol long have appealed to the imagination of the wheat producer as possible outlets for his surpluses. The Oregon Wheat Commission has brought together the information necessary for his guidance. Unfortunately the gold in the hills has still to be mined, and there is no immediate bonanza to exploit. Some of the difficulties are outlined in these paragraphs from the report:

"At the present time there is no economic way to support an alcoholic operation from wheat starch. Since October of 1948 the price of industrial alcohol has dropped from 65¢ a gallon to 29¢ a gallon. The price of molasses has dropped from 33¢ a gallon to 6¢ a gallon, which makes the sugar equivalent from molasses cost only 1¢ a pound while the sugar equivalent from wheat costs 6.6¢ a pound. At the present price an industrial alcohol industry could not pay more than about 55¢ a bushel for wheat. Industrial alcohol is produced chiefly from petroleum products and wood wastes. A beverage alcohol industry could pay about 70¢ a bushel for wheat.

"Processes to separate starch and gluten and to make sirups or sugars from wheat have been developed to the point where commercial concerns can use them, so the physical problems of conversions are no longer of any material consideration in the industrial utilization of wheat . . . a gluten phosphate gel and gluten as a plaster retarder offer future promise. . . .

"A process for making a rice-like product, rycena, from wheat has been developed in Australia and it has been reported that the Australian government proposes to put into operation in 1950 a plant which would process 79,000 tons of wheat yearly into 51,600 tons of this synthetic rice, 2,400 tons of ordinary bran and 15,000 tons of high quality cooked bran which has proved a superior cattle feed. That country plans to ship most of the rycena to the Philippines. The USDA Regional Research Laboratory at Peoria, Ill., has completed work on this wheat cereal product, which the commission feels offers an interesting possibility for expanding Asiatic markets. However, it should be stated that the cost of processing wheat into rycena would add to the sale price and make it more difficult to compete with wheat itself, rice and other grains.

"In spite of this progress in processes, there are at present no exclusive industrial uses for wheat in a large volume. Corn is the basis for over 67% of all the starch utilized in this country, and tapioca (imported) for 24½%. Potatoes, sago, and sugar beets are also satisfactory sources of raw material and offer severe competition to wheat.

"Corn conversion processes are much cheaper than conversion costs for wheat. Throughout these reports, studies and personal contacts one point stands out like a sore thumb: Wheat must be available to users at a price, pound for pound, no greater than the price of corn in the corn belt.

"Any plant for industrial utilization of wheat must be on a scale that will bring the processing costs in line with the costs of processing corn into starch and by-products. Cornstarch and sirup plants are almost without exception very large industries. This means the establishment of a successful wheat wet-milling industry must also have assurance of a stable supply of wheat."

Although it has not asked all the questions and found all the answers, Oregon agriculture at least can be said to be at work on them. It offers the wholesome example of attempting to do something for itself. The example is one that needs following in a country so largely self-cursed as ours with the hookworm philosophy of packing all our troubles in Uncle Sam's Kit Bag.

• • •

Most people in this country believe that the American Communist party and its dupes are the chief internal enemy of our economic system and our form of government. This is a serious mistake. The Communists are a traitorous bloc in our midst, but if every Communist in America were rounded up and liquidated, the greatest menace to our form of social organization would be still among us. This most dangerous enemy is the American counterpart of the British Fabian Socialist, who denies that he is a Socialist and operates behind a mask which he calls National Planning. These Socialist Planners are enticing us down the dark road that has led so many European nations to their doom. Unless they are recognized for what they are, and are stopped, they will destroy this country.—John T. Flynn, in "The Road Ahead."

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ENRICHMENT WEARS WELL

NUTRITIONAL science continues to endorse and support enrichment of flour and bread with vitamins and minerals. The device has weathered experience and continuous testing. There was a broad basis of both theory and laboratory experiment to begin with, and this supporting foundation has not ceased to expand.

A current contribution of significance in further endorsement of enrichment comes from Dr. George R. Cowgill, research worker in physiology and biochemistry in the School of Medicine at Yale University, who must be reckoned one of the most distinguished of the world's nutritionists. As a member of the Food and Nutrition Board of the National Research Council he had much to do with the study that preceded a decision as to the desirability of enriching wheat flour.

Dr. Cowgill has written a summary of the scientific aspects and developments of enrichment for the Journal of the American Medical Assn., designed ultimately for inclusion in a handbook on nutrition to be published by the association's Council on Foods and Nutrition. In it he reviews the original premises for giving wheat flour priority among the foods most eligible for enrichment. The council's determination was to limit addition of vitamins and minerals to "cheap staple foods which occupy substantial places in the dietary."

Dr. Cowgill in explaining the selection of white flour, refers to a little-discussed aspect of the general field of fortified foods. There are other ways of achieving the objective, he points out, than by addition of dietary factors lost as a part of food processing. The chief of these is plant breeding and selection. He says:

"One may select plant varieties on the basis of genetic constitution and vitamin content. It is known that varieties of wheat and other cereals differ considerably in their respective contents of thiamine.

"Data bearing on the topic were summarized by the late Dr. Alonzo E. Taylor, who found great variation in the thiamine content characteristic of cereal grains. Dr. Taylor's findings," it is parenthetically observed by Dr. Cowgill, "emphasize a point frequently forgotten by those who argue that enrichment of flour is unnecessary, that the use of whole grain flour is the answer to the basic problem being attacked. There is no such thing as a standard whole wheat flour with respect to 'high natural level' of thiamine content. The adoption and wide use of a standardized enriched flour in contrast to a nondescript unstandardized whole product has therefore some definite points in its favor."

Dr. Cowgill does not lay much emphasis upon the interesting notion of breeding vitamins and minerals into the grains from which bread flours are made. He observes that progress in this field of research must necessarily be slow, because of the fact that the experimenter usually gets only one crop a year and generally seven or eight years are required for purification and standardization of any new hybrid. Another factor of importance here relates to the physical texture of the grain and the plant's resistance to disease, which determine production, marketing and processing values. Some hybrids may be more valuable from the nutritive standpoint but inferior for one or more non-nutritive reasons. In such cases considerable further work is obviously necessary in order finally to obtain hybrids that have the most desirable combinations of all factors, nutritive and botanical. Dr. Cowgill appropriately refers to experiments with corn which have increased the content of niacin, carotene and vitamin C.

Summing up the present position of flour enrichment, Dr. Cowgill says: "It is to the credit of the milling industry that it has sought to bring about by voluntary means the enrichment of all its staple flour by every unit of the industry. The enactment of laws to solve problems always poses some additional problems of effective enforcement and the like; whether a law will be readily accepted, no matter how desirable it may be from a strictly scientific point of view, depends on a sufficiently large portion of the people being properly informed and convinced of its value. Thus we are brought around to the fact that the fundamental solution of our basic problem lies in effective education of the general public with respect to the principles of nutrition, food values and related topics. Given the proper education in these matters, the general public will naturally prefer more and more the improved staple foods over those that are not improved."

By implication, Dr. Cowgill compliments the flour milling industry a second time when he speaks of the importance of educating the public to the value of enriched flour and bread. That is one of the major undertakings and initial successes of the Millers Long Range Program.

HARRY LUNDGAARD NEW HEAD OF OKLAHOMA MILLERS ASSN.

Feeling of Optimism Voiced at Annual Meeting Following Critical Year—Improved Wheat Crop Reported —Export Problems Discussed

By MARTIN E. NEWELL
Editorial Staff of
The Northwestern Miller

OKLAHOMA CITY, OKLA.—Taking stock after one of the most critical years in milling history, Oklahoma millers voiced a measure of optimism at the annual meeting of the Oklahoma Millers Assn. here on May 31.

In the words of the annual report of Paul Jackson, secretary, who noted the extent of the reduction of milling capacity in the past two years, "this correction in relation between capacity and markets is believed by conservative millers to have brought us toward brighter days for milling. With the changed output, plus the lessons of the past hard year," Mr. Jackson added, "some of the ablest millers whose judgment is respected maintain that the worst is behind us."

Oklahoma millers were cheered also by the general consensus that the state's wheat crop had improved materially with the recent favorable weather, and crop guesses ranged around 55 million bushels, compared with the May government figure of 41 million.

The association members voted to hold more frequent meetings during the coming year and the first of these was set for June 15 by the new president, Harry Lundgaard, of the Ada (Okla.) Milling Co. The meeting will take place at the Oklahoma Club, Oklahoma City.

Other Offices Listed

Elected to serve with the new president were Raymond B. Kroutil, Yukon (Okla.) Mill & Grain Co., vice president, and C. C. Reynolds, Acme Flour Mills Co., Oklahoma City, treasurer. Mr. Jackson was reelected secretary.

Directors elected were: T. J. Underwood, Ardmore (Okla.) Milling Co.; Joseph G. Schmitz, General Mills, Inc., Oklahoma City; Carl E. Mallon, Alva (Okla.) Roller Mills; Edwin N. Humphrey, Chickasha (Okla.) Milling Co.; Harry L. Stover, Geary (Okla.) Milling Co., and I. E. Larrabee, Burrus Mill & Eelevator Co., Kingfisher.

Mr. Larrabee, who served as president of the organization during the past year, pointed out in his annual report that as government and business become more involved with each other, the association work becomes more necessary.

Few years have been as unsatisfactory in milling as the past year, Mr. Larrabee said, and he placed much of the blame on the failure of the government to provide a subsidy adequate for flour exports. The result has been diversion of a substantial share of the nation's flour export trade to Canada, and he pointed out that through the past crop year U.S. mills could buy flour in Canada and sell it in Latin America for prices at which they could not hope to mill it in the U.S.

Export volume on flour has dropped two thirds from its peak, the association president said, and recently has suffered the further blow of the removal of the compulsory 12½% flour rule on wheat purchases made with ECA funds.

Profitable Operations Possible

However, Mr. Larrabee pointed out that in recent months flour production has held within a 5% range of 19 million sacks monthly, and he expressed the opinion that the industry could balance sales and production at present levels and restore profitable operations by refusing to make sales that do not reflect the cost of production.

Mr. Jackson pointed out that milling in Oklahoma in the past year was at a rate of approximately 70% of capacity, compared with the 1947 record of 96%. Even with this drastic production curtailment, however, the past year's output ranks among the highest on record. With the exception of the war years and those immediately following, Oklahoma flour output is at a record high, Mr. Jackson declared, and added: "When we contemplate the dismal profit showing of the industry in the face of the comparatively high output for peacetime, I am sure that many of us will rub our eyes and wonder what has been happening in our business."

The secretary outlined some of the important rate matters handled during the past year and he said that on May 27 railroads petitioned for a reopening of the Memphis rate case ICC Docket 29777, filed by the corporation commission of the state of Kansas. Testimony has been taken on this case but briefs have not been filed and it is not known what the ICC will do. Mr. Jackson also reviewed important national legislation now in process and closed by describing some of the important benefits derived from affiliation with other associations such as the Southwestern Industrial Traffic League, of which he served as president the past year, the National Industrial Traffic League, and the Southwest Shippers Advisory Board, of which he is the new general secretary.

Deceased Members Memorialized

The association adopted a memorial resolution expressing the regret of members in the deaths during the past year of I. W. Rodkey of the Eagle Milling Co., Edmund, Okla.; W. G. Groves, associated at various times with Acme Flour Mills Co., Stillwater (Okla.) Milling Co. and Eagle Milling Co., and Adolph Mayer, for many years associated with the Oklahoma milling industry as representative of the Fulton Bag & Cotton Mills. The resolutions committee was headed by Leslie A. Ford, Shawnee (Okla.) Milling Co.

The report of C. C. Reynolds, treasurer, showed a sound financial position for the association with a substantial surplus accumulated for difficult times. As a result, the budget committee, headed by J. G. Schmitz, recommended substantially the same budget for the coming year.

C. C. Reynolds was elected to represent the Oklahoma Millers Assn. on the board of the newly formed Oklahoma Wheat Research Council.

Featured speakers at the annual banquet were Keats E. Soder, director of the Texas-Oklahoma Wheat Improvement Assn., and C. B. Bee, traffic director of the Oklahoma Corporation Commission.

Crop Shows Improvement

Mr. Soder said that the Oklahoma crop had improved considerably with the favorable weather of recent weeks. He estimated that the crop would show the highest test weight of any recent year and produce higher than average protein, which he said would be in the range of 10.75 to 14%. Conditions throughout the state are spotted, even at the same station, he pointed out.

Mr. Bee reviewed some of the important traffic cases pending before the ICC and explained how they affect conditions in Oklahoma. He paid high tribute to the work in traffic circles being done by Paul Jackson and F. H. Cross, General Mills, Inc., Oklahoma City.

ORGANIZE FEED CLUB—The Piedmont Feed Club has been organized at Charlotte, N.C., with John Crane, C. F. Morris & Co. (center), as temporary chairman. The club will meet the fourth Tuesday of each month. In the illustration above, left to right, are J. F. Bess, J. F. Bess & Co., Gastonia, N.C.; J. W. Maxwell, president of Piedmont Feed Mills, Charlotte, and president of the North Carolina Feed Manufacturers Assn.; Mr. Crane; Carl Sherrill, Mt. Ulla (N.C.) Flour Mills, and David Harris, Griffin & Harris, Charlotte.

Senate Bill Would Affect "Bobtailers"

WASHINGTON — The Senate Finance Committee has reported out a bill revising the present social security law which specifically defines as an employee "an agent-driver or commission-driver engaged in distributing meat products, bakery products or laundry or dry cleaning services." If the bill becomes law, baking industry "bobtailers" would be brought under coverage of the social security laws, industry officials have pointed out.

In a recent bulletin to its members, the American Bakers Assn. urged bakers to write their Senators asking that agent-drivers not be defined as employees, but be classified as among the self-employed.

"While this definition of itself might not include 'bobtailers'," the ABA said, "the committee's report specifically states that the definition is meant to include independent distributors whether or not they own the trucks they use, or whether they receive a commission or purchase the products and resell them at a higher price. All this means that a person who, at common law, has always been considered an independent contractor for the purposes of the social security law now becomes an employee. It further means that employers will have to make payments on his account the same as for employees, keep records and have all the attendant responsibility, without any control over the individual. Much confusion will result if this provision becomes law."

In the House version of the bill amending the social security laws "bobtailers" are not included in the coverage.

The attitude of baking industry operators regarding the "bobtailer" appears divided with some declaring that the "sooner the baking industry is rid of these independents the better off for the industry." Others however, who have used these independents to maintain distribution and plant production say they cannot, except at great expense, replace them. The main objection of the bakers to the proposed amendment to the present law is that it places the responsibility for "bobtailers" on the baker without giving him any control over them.

The general opinion is that if the Congress brings "bobtailers" under the scope of the social security laws it probably forecasts the end of this operation, which is an economic hangover from the horse and wagon delivery.

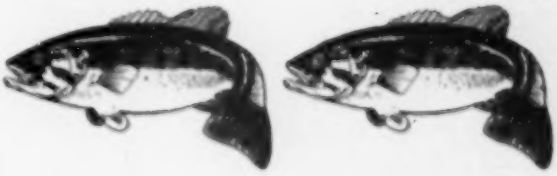
The amendment to the social security laws was slated for consideration by the Senate during the first full week in June.

CO-OP NAMES MANAGER

OTTAWA, KANSAS—O. C. Servis, formerly of Winfield, Kansas, has been named manager of the newly formed Ottawa Co-operative Co. The new firm has taken a $2,500 option on the Ross mill and has until May 20 to make a payment of $150,000 for the property. Farmer members have sold $75,000 in stock and have arranged a loan of $50,000, according to Kenneth Corbett, president. The members plan to sell $50,000 more in stock.

It's enough for birds to sing alike

...and for fish to swim alike



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That's why Atkinson takes 3 extra steps

IT'S BIN AGED

AND IT'S BIN CHECKED

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead-certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hair-line adjustment.

EXTRA STEP No. 2—we make a special bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High 1950	Low 1950	Close May 31, 1950	Close June 3, 1950
Allied Mills, Inc.	30	27½	30	29½
Allis-Chalmers	35⅝	31⅝	35⅝	34⅝
Allis-Chalmers, $3.25 Pfd.	96	86½	87½	87½
American Cyanamid	74⅝	69	72½	72⅝
American Cyanamid, Pfd.	113	113⅝	168⅝	111
Archer-Daniels-Midland Co.	41½	34⅝	36⅝	36⅝
Borden	51⅝	48½	51	50⅝
Burry Biscuit Corp.	5½	3⅝	4⅝	4½
Continental Baking Co.	19⅝	14⅝	15⅝	16
Continental Baking Co., $5.50 Pfd.	100	95½	94½	96⅝
Corn Products Refining Co.	72⅝	65½	67½	68⅝
Corn Products Refining Co., $7 Pfd.	187½	183½	187½	187
Cream of Wheat	36½	28½	29	29½
Dow Chemical	71	56½	69	71½
Dow Chemical, $4 A Pfd.	111	109	111	110½
Dow Chemical, $3.35 2nd Pfd.	155½	119½	150	155
**Flour Mills of America, Inc.	13	10	11½	11
General Baking Co.	13	9	10½	10½
General Baking Co., $8 Pfd.	166	151½	159	155½
General Foods Corp.	51⅝	47⅝	51	51½
General Foods Corp., $3.50 Pfd.	100	99½	100	101
General Mills, Inc.	57½	51⅝	53⅝	54½
General Mills, Inc., 5%% Pfd.	155	150	150	151
General Mills, Inc., 5% Pfd.	139½	136	137½	138
Great A. & P. Tea Co.	160½	136	160½	160
Great A. & P. Tea Co., $5 Pfd.	137	129	137	135½
Hathaway Bakeries, Inc., "A"	11⅝	9⅝	9⅝	9⅝
Horn & Hardart Corp. of New York	36	32½	33	33
Horn & Hardart Corp. of New York, $5 Pfd.	167	150	150½	150
Merck & Co.	53½	39⅝	51⅝	51⅝
Merck & Co., $3.50 Pfd.	99	96	*98½	99½
Merck & Co., $4 Pfd.	139	130	133½	136½
National Biscuit Co.	39½	35½	37⅝	37⅝
National Biscuit Co., $7 Pfd.	186	181⅝	186	185½
Nevadel-Agene	16½	13	13⅝	13
Pillsbury Mills, Inc.	34½	26½	33½	33⅝
Pillsbury Mills, Inc., $4 Pfd.	105½	105	105	105½
Procter & Gamble	67½	58	65⅝	65⅝
Purity Bakeries Corp.	34½	30	30	30
Quaker Oats Co.	109½	96	105	107
Quaker Oats, $6 Pfd.	150	154	159	156⅝
Ralston Purina Co., $3.75 Pfd.	103½	100	101½	101½
St. Regis Paper Co.	9⅝	7⅝	9½	9⅝
St. Regis Paper Co., $4.40 Pfd.	91	85	89½	87
Standard Brands, Inc.	24½	20½	23⅝	23
Standard Brands, Inc., $4.50 Pfd.	95½	89⅝	95½	95
Sterling Drug	30⅝	26⅝	27⅝	27⅝
Sterling Drug, $3.50 Pfd.	100	98	99½	99½
Sunshine Biscuits, Inc.	63⅝	55	58⅝	58⅝
United Biscuit of America	33	28	28⅝	28½
United Biscuit of America, $4.50 Pfd.	110	106½	*107⅝	*107½
Victor Chemical Works	31⅝	24½	30⅝	31½
Victor Chemical Works, $3.50 Pfd.	101	96½	99½	99
Wagner Baking Co.	9½	7	7	7
Ward Baking Co., Warrants	6½	4	4½	4
Ward Baking Co.	18⅝	15½	16	16
Ward Baking Co., $5.50 Pfd.	105½	97	104	102½

	Bid	Asked
‡Colorado Milling & Elevator Co.	12½	14
‡Safety Car Heating & Lighting Co., Inc.	15½	17
‡Standard Milling Co.	6	7

Closing bid and asked prices on stocks not traded June 3:

	Bid	Asked
Horn & Hardart Corp. of New York, $5 Pfd.	108½	110
Omar, Inc.	17½	18
Wagner Baking Co., Pfd.	110	112

*Previous close. **Midwest stock market. ‡Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

Canadian Stocks

	High 1950	Low 1950	Close May 19, 1950	Close May 26, 1950
Canada Bread	2.87½	2.33	2.40	2.35
Canada Bread, Pfd. B	42½	40	40½	40½
Canadian Food Products	6.00	5.00	5.00	5.00
Canadian Food Products, A	14	9	12	12⅝
Canadian Food Products, Pfd.	75½	67	72	72
Catelli Foods	48	38½	46	46
Consolidated Bakeries	9½	8	8½	8⅝
Federal Grain, A	11⅝	9	11	10½
Federal Grain, Pfd.	105	115	105	104
General Bakeries	3.00	2.35	2.75	2.75
Lake of the Woods	68½	56	56½	55
Lake of the Woods, Pfd.	157	150	155	155
Maple Leaf Milling	10½	8⅝	8⅝	8⅝
Mid-Pacific Grain	16⅝	14½	16½	16½
Ogilvie Flour	23½	19⅝	21½	21½
Ogilvie Flour, Pfd.	175	165	165	167
Purity Flour	8½	6	6⅝	6⅝
Purity Flour, Pfd.	48⅝	43½	47	46½
St. Lawrence Flour	12	10	12	10
Toronto Elevators	19⅝	9⅝	10	10
George Weston	38	30	37½	36½
George Weston, 4½% Pfd.	107	100	100½	100½

Closing bid and asked prices on stocks not traded:

	Bid	Asked
Canadian Bakeries	8⅝	9½
Inter-City Bakeries	14	14½
McCabe Grain, B	7⅝	7½
Reliance Grain	3½	
St. Lawrence Flour, Pfd.		140
Woods Manufacturing	25	28

WHEAT QUALITY COUNCIL MAKES PROGRESS REPORT

TOPEKA, KANSAS — Progress of the wheat storage clean-up campaign in Kansas was summarized at a meeting of the Kansas Wheat Quality Council in the Senate chambers of the state house in Topeka May 23. Herman Praeger, president of the Kansas Farm Bureau, was chairman of the meeting.

Gov. Frank Carlson commended the activities of the council and offered the services of the governor's office to further work of the group.

Much interest has been aroused in the state since the movement was inaugurated, and it was reported by representatives of chemical companies who were present that sales of grain fumigants in the state has trebled since the program began.

Dr. H. E. Myers, head of the department of agronomy, Kansas State College, Manhattan, outlined the accomplishments of wheat research. He stated that increased revenue for Kansas from Pawnee wheat variety alone was $25 million a year.

Other officials who were present and who made summaries of wheat conditions in the state were Herbert Clutter, Holcomb, Kansas, president of the National Association of Wheat Growers, and R. I. Throckmorton, dean of the school of agriculture, Kansas State College.

—BREAD IS THE STAFF OF LIFE—

CAROLINA BAKERS PLAN JUNE 10-12 CONVENTION

CHARLOTTE, N.C.—The program for the 21st annual convention of the Bakers Association of the Carolinas has been nearly completed, according to a recent announcement from Louise Skillman, Myrtle Apartments, 4, Charlotte, secretary of the association. The meeting will be held at the Ocean Forest Hotel, Myrtle Beach, S.C., June 10-12.

Sunday breakfasts will be held by all groups beginning at 9:30 a.m. June 11. Wyatt Thompson, president, will be in charge of the Southern Bakers Allied Assn. breakfast, the North Carolina Bakers Council will be under B. E. Putnam, president, and the South Carolina Bakers Council, with J. A. Arnau, president, in charge.

That afternoon will be devoted to a "Retail Roundup" with Dewey Wilkerson, Winston-Salem, N.C., presiding, followed by the annual golf tournament, horseshoe pitching and shuffleboard contests. Following dinner, the allied trades will present entertainment in the hotel's ballroom. A special feature of the affair th's year will be the "Carolina Boat Show," with talent recruited from the convention delegates.

N. Walter Wertz, Orangeburg, president, will preside over the general business session the morning of June 12, while the ladies will attend a bingo party. Frank A. Patterson, Patterson Sales Clinic, Washington, will speak on "New Horizons in Bakery Selling," as a feature of the business session.

—BREAD IS THE STAFF OF LIFE—

BATH IRON WORKS BUYS DIXIE MILL MACHINERY

PHILADELPHIA—The Dixie Machinery Mfg. Co., has announced the purchase of all of its capital stock by the Pennsylvania Crusher Co., Philadelphia, a division of the Bath Iron Works Corp.

Elmer W. Noxon, former president of the Dixie company, and now acting manager, has announced that Dixie will retain its identity, and continue to produce Dixie feedmills in its St. Louis plant. A complete stock of needed replacement parts will be maintained for the convenience of customers.

According to Mr. Noxon, the close working alliance with the Pennsylvania Crusher Co. will lead to better products and broader service for users of Dixie hammermills, as well as to make available a wider selection of hammermill designs.

All communications should be addressed to the Dixie Machinery Mfg. Co., 4200 Goodfellow Blvd., St. Louis 20, Mo.

—BREAD IS THE STAFF OF LIFE—

RAYMOND BLEIER HEADS N.Y. BAKERS' GROUP

BROOKLYN, N.Y.—Raymond Bleier, White Star Baking Co., Rochester, was reelected to serve a second term as president of the New York State Association of Manufacturing Retail Bakers at the 55th annual convention of the group held here May 14-16.

Other officers reelected are Henry Hoer, Hoer's Bakery, Bronx, first vice president; Charles Vogel, Vogel's Bakery, Utica, second vice president; Rudolph Marx, Marx Bakeshop, Baldwin, third vice president; Walter G. Bauer, Bauer's Famous Bakery, Brooklyn, treasurer. Percy M. Stelle, editor, American Independent Baker, New York, is secretary of the group.

Speakers on the program of the three-day meeting covered merchandising trends in the retail food fields, discussed labor problems, and made suggestions to the retailers aimed at improved sales.

On the social side, the meeting offered a Bavarian Night celebration, tours for the ladies and a gala banquet and ball concluding the annual convention.

—BREAD IS THE STAFF OF LIFE—

ICC Rejects Plea for Equal Freight Rates on Atlantic

WASHINGTON — Last week the Interstate Commerce Commission refused to equalize grain freight rates at North Atlantic ports moving from the Great Lakes.

The carriers had petitioned ICC to permit them to reduce their grain rates by ½¢ per 100 lb. on shipments to Albany, N.Y., New York City, Boston and Portland, Maine, which would have given these ports the same rates which now apply at Philadelphia and Baltimore.

In rejecting the plea of the carriers, the ICC declared that there had been no compelling showing of need to change the rate structure which had existed since 1905 and which had been established to provide a more equitable distribution of grain exports along the Atlantic seaboard.

The showing that for the year 1948 Philadelphia and Baltimore had handled 72% of the North Atlantic grain export business was construed by ICC as a temporary condition reflecting the movement of grain by Commodity Credit Corp. The withdrawal of the government as a grain exporter will see a return to the normal export pattern with smaller exports and parcel movements wherein ports like New York City with more frequent sailings will attract its share of the business, it was held.

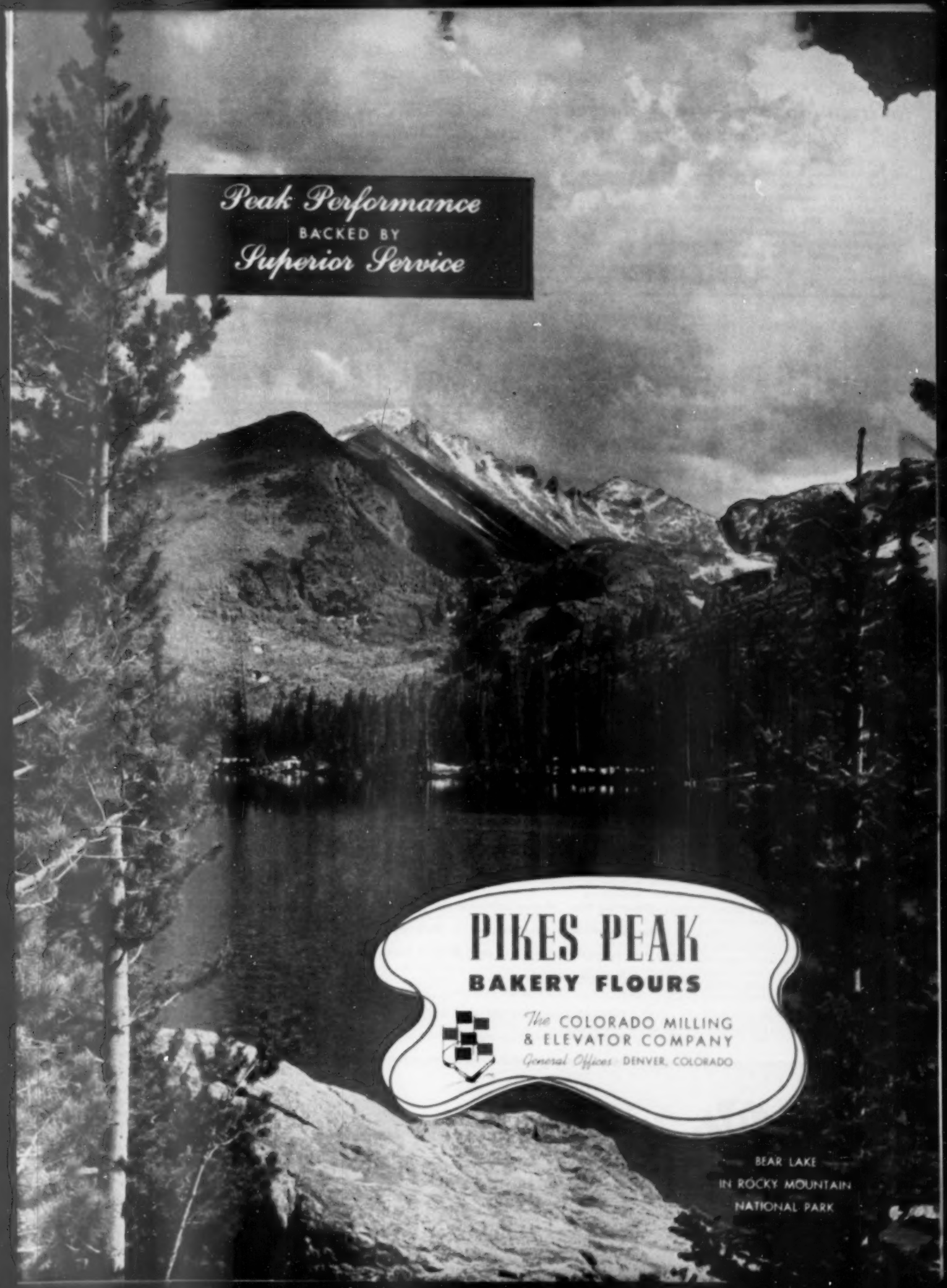
The ICC, however, did authorize the carriers at New York to allow 20 days' free shipside storage instead of the 10 days which has prevailed at that port. In this respect the ICC equalized the free shipside provisions at all North Atlantic ports.

—BREAD IS THE STAFF OF LIFE—

ALLIS-CHALMERS NAMES THREE OFFICE MANAGERS

MILWAUKEE—Announcement has been made of the appointment of three new district office managers, effective July 1, for Allis-Chalmers general machinery division. They are J. H. Burrus, manager of the Milwaukee district; U. E. Sandelin, Portland district, and Stephen C. Bacon, Seattle district.

Mr. Burrus succeeds H. A. Balding, who is retiring from active management of the Milwaukee district after having been associated with Allis-Chalmers since 1902. Mr. Sandelin has been manager of the Seattle district since 1945, and will move to his new headquarters in the near future. Mr. Bacon, who will succeed Mr. Sandelin, has been associated with the Seattle office since 1938, and with the company since 1931.


Peak Performance
BACKED BY
Superior Service
PIKES PEAK
BAKERY FLOURS
The COLORADO MILLING
& ELEVATOR COMPANY
General Offices DENVER, COLORADO
BEAR LAKE
IN ROCKY MOUNTAIN
NATIONAL PARK

Grain Mission Surveys Market for Wheat Flour in Singapore, Malaya

SINGAPORE and the Federation of Malaya, with a combined population of almost 7 million, constitute an important market for foodstuffs. Singapore's population of 1,000,000 is approximately 77% Chinese, 2 to 3% European, and the balance Malayan, Indian and others. The population of Malaya is about 49% Malayan, 39% Chinese, 10% Indian and the balance European, Eurasian and others. At the present time this area is producing only 25% of its rice requirement, and the most optimistic estimates of the results of projected food production programs do not anticipate the production of more than 35 to 40% of present rice requirements. With a population increase of approximately 2% annually, the area will continue to be a food deficit area.

The Federation of Malaya was formed Feb. 1, 1948, with legal sovereignty in the several states restored to the native rules. These rules agreed to accept the advice of the British High Commissioner in all government matters except questions relating to Muslim religion or native custom. A strong central government was set up, comprising a high commissioner appointed by the British king, a federal executive council and a federal legislative council. The seat of government is at Kuala Lumpur.

Singapore has been separated politically from the Federation, but it shares certain common technical advisers and services with the latter. The commerce of the peninsula naturally moves through Singapore, in addition to which the port is important as a trading center for neighboring countries, particularly Siam and Indonesia. As a result of its geographic location, it has been one of the busiest ports in the world, conducting a large entrepot trade as well as being a primary processing point for the raw materials of the region.

EDITOR'S NOTE: The accompanying article is another in a series of reports by the Far East Grain Mission on the potential market for U.S. grain and grain products in countries in that area. The material was made available by the mission to the Office of Foreign Agricultural Relations, U.S. Department of Agriculture.

As a member of the sterling area, Singapore has been a most important source of exports to the dollar area. On the import side, however, rigid trade and exchange controls have combined to limit import trade to British Empire and Commonwealth sources of supply wherever possible. In the past, adjacent raw materials producing areas (notably Indonesia and Siam) have availed themselves of Singapore's facilities for milling raw rubber, and for grading and bulking other export commodities. Under conditions of convertible currencies this flow of trade and services was satisfactory to such producing areas, but with the advent of inconvertible currencies and the general quest for dollars a pronounced shift to direct export from these countries to dollar areas has occurred. This shift is of sufficient magnitude to cause concern in Singapore since it reduced both invisible exports (port facilities and services) and physical exports which are a source of dollar revenue.

Monetary Restrictions

The monetary policies of the U.K. have imposed additional restrictions upon the trade practices of the members of the Commonwealth. The dollars earned by the several members are taken into the U.K. dollar pool, but are available only for the purchase of such goods and services as cannot be obtained in the sterling area. Imports are subject to rigorous licensing, the validity of claims for "required items" carefully scrutinized, and relative quality of dollar versus sterling items completely disregarded.

Wheat flour imports for Singapore and Malaya are made by the colonial government through the British Ministry of Food directly from the Australian Wheat Board, or in a few instances from the Canadian Wheat Board. With purchases made on a government level, neither ultimate consumer nor the original supplier are able to exercise any of the usual prerogatives of trade practice.

Flour imports have been restricted to 100,000 long tons per year, this volume reflecting both a desire to conserve exchange for foodstuffs purchases, as well as a repeatedly expressed opinion that rice was a more economical purchase for the ultimate consumer. Flour importers estimated that the present Singapore and Malayan market would take at least 150,000 long tons of flour if free trade were permitted. The repeatedly voiced complaint that flour imports

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Since 1885, the year Percy Kent first manufactured high quality cotton bags, we have recognized the great merchandising potentialities in their reuse feature. We have pioneered the field of good bag design to create for our customers in Ken-Prints a wealth of sales-building ideas and consumer preference.

"*Always Something New*" with no letdown in quality has been the goal at Percy Kent through the years. And for tomorrow—we'll be ready with new design developments to meet changed demands for the old stand-bys, cotton and burlap bags.

The ultimate consumer isn't the only one who prefers the textile bag. Milling production experts know that because it is easier and faster to stack, load and unload, the textile bag contributes to increased mill efficiency.

Specialists in COTTON Bags Since 1885

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KANSAS CITY BUFFALO NEW YORK

were arbitrarily restricted may be partially substantiated by the following comparison.

In Hong Kong, the average annual flour consumption is estimated at about 294 lb. per capita, with 98% of the population being Chinese. In Singapore and Malaya, the Chinese make up about 44% of the population, and the annual per capita consumption is 32 lb. The European population in the two markets is about numerically equal and of similar origins.

If we were to assume (for calculation only) that the Chinese population consumes all the flour not consumed by the Europeans, the Hong Kong Chinese would consume upward of 294 lb. per capita per year, and the Singapore and Malayan Chinese only 72 lb., the mission said. After making allowances for diversity in origins and economic status of the Chinese in the two areas, and having completely de-emphasized the Malayan consumption of flour, it can be concluded that the potential market for flour in Singapore and Malaya is very substantially larger than current imports seem to imply.

The flour importers have confined their activities to providing facilities for handling and distributing flour on arrival. One importer explained the position of the importers in the following way. With actual purchases on a government level, the importer is obliged to place his order with the colonial office. With no permitted choice of mill or character and grade of flour, and with recourse for resulting claims only to and through government agencies, the margin of profit on flour brokerage transactions does not justify the required capital investment and attendant risks.

Flour Inventory Limited

The policy of the Colonial Food Control Board has been to limit flour inventory, with the result that even substantially large processors repeatedly were left with only a few days' supply of flour. A common complaint was that current receipts of Australian flour were of very poor and non-uniform baking quality. Local processors reported that some cargoes arrived so badly infested with insects as to be unfit for food production.

The quality of much of the bread confirmed the fact that the flour used was out of condition, some of the bread being so bitter as to be inedible. The lack of uniformity can be explained as resulting from the indiscriminate mixing of flours from different mills within individual cargoes, as well as mixing of cargoes from the several Australian ports. One processor remarked that it was not unusual to find four or five different flours in one shipment or delivery at his plant.

The combination of the above-mentioned circumstances makes the evaluation of processing technologies quite difficult. The operator of a large bread establishment stated that flour was so lacking in uniformity that he had to operate from day to day and hope for the best. That the best was none too good, was reflected in the comments of a bread customer who was also a flour importer. Interestingly, the bread from some of the small Chinese bakeries was good. Inquiry as to the source of the flour met insurmountable language difficulties.

Mission Officials Observed

The retail price of bread was Straits 25¢ lb., equal to U.S. 8¢, in one and two pound units. The bread formulas were very low, or completely lacking, in sugar and fats. In the small shops, dried yeast was commonly used in a long time sponge process. In the larger plants, imported compressed yeast was used in comparable percentages to American practice.

The manufacture of biscuit is an important outlet for flour in this market, with a substantial export of product to Malaya. These biscuits are chemically leavened, the plain competitive type selling for Straits $3 for a 3-lb. tin at the bakery. One plant had the contract for the production of a specialty biscuit containing 10% non-viable yeast for the Singapore school lunch program. A variety of sweet biscuit and cooky types is also baked.

The poor quality of flour available to the baking industries and to the householder was being reflected in a progressive decrease in the quantities of flour used. Those income groups who could afford to do so were substituting biscuit for bread, but even here the unsound flour was operative in holding down potential markets for such local products. Biscuit and cooky products were imported from England, and other soft currency areas, further restricting the local manufacture. The Malayan population, which uses flour in making a sort of unleavened pancake, objected to the taste resulting from the poor flour.

Flour Quality Objectionable

Singapore is a particularly good object lesson on the selectivity for quality in foodstuffs among different racial populations. The trend of the flour trade has been adequately appraised by European business men and American educated Chinese merchants. All sections of the consuming and manufacturing public objected to the quality of flour made

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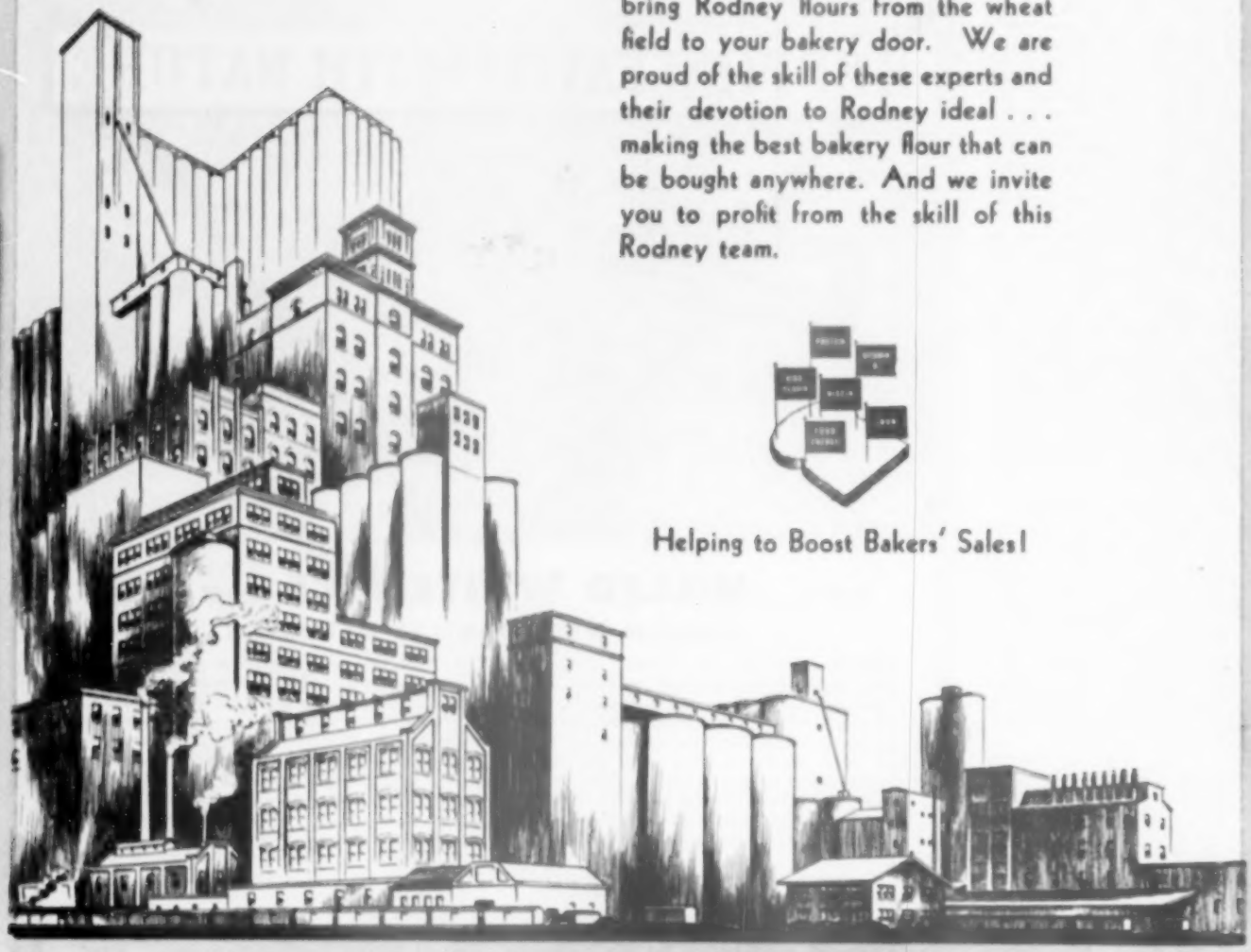

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1209 Statler Building
Telephone: Hubbard 8340

John Wolf, Ben Pollman Renamed to Top Tri-State Assn. Offices

NEW ORLEANS—John Wolf, Wm. Wolf's Bakery, Baton Rouge, La., was reelected president of the Tri-State Bakers Assn. during the recent meeting of the association at the Jung Hotel here. Ben J. Pollman, Smith's Bakeries, Meridian, Miss., was reelected chairman of the board.

William C. Bacher, Bacher Bros. Bakery, New Orleans, was named first vice president, with Miss Helen McGough, McGough's Bakery Corp., Birmingham, Ala., reelected second vice president for Alabama, and Pat Murphy, Colonial Baking Co., Jackson, Miss., second vice president for Mississippi.

Andreas Reising, Sunrise Bakery, New Orleans, was named second vice president for Louisiana, while Sidney Baudier, Jr., the Dough Boy, New Orleans, was returned as secretary-treasurer. About 345 bakers and allieds and their wives attended the convention.

The first business session was under the chairmanship of Mr. Reising. Following the invocation and a welcome from local civic officials, Mr. Wolf gave his address, explaining that the purpose of the association was to promote friendly relations, stress quality and sanitation in the production of baked products, and foster fair trade practices.

Following Rabbi Leo A. Bergman, Touro Synagogue, New Orleans, with his address on "Is There Any Hope for World Peace," Don F. Copell, Wagner Baking Co., Newark, N.J., and president of the American Society of Bakery Engineers, spoke on personnel relations.

Personnel Problems Discussed

"Industry has devoted much time to the development of better machinery for better production," Mr. Copell pointed out, "but has neglected to spend as much time in the development of human relations."

Mr. Copell recommended the practice of preventive human relations and the development of employee morale. Such better relations, he went on, cannot be left to chance.

Miss May Cresswell, state home demonstration agent, home economics department, Mississippi State College, Starkville, Miss., appeared on the program with an address entitled, "Bread—Everybody's Food" in which she cited shortcomings noted by consumers in bakers' bread. She said that the baker is now putting back into bread, in nutrition and vitamins, what he has heretofore been taking out.

She mentioned that rural southern families are replacing hot biscuits with bread in some instances, but these families, as with others in her experience, disliked commercial bread's lack of variety and flavor, as well as the poor quality of whole wheat and rye breads, which were blamed for commercial bread's poor acceptance in some instances. She referred to a triple rich type bread, containing soy and whole wheat flours as well as milk solids and other ingredients. Full labeling of ingredients on the bread wrapper was recommended by the speaker.

Al Delchamp, Delchamp's, Inc., Mobile, Ala., supermarket operator, discussed the baker from the viewpoint of the food store operator. The baker, he said, must follow trends and changes. If he persists in following old ideas and methods, it will prove fatal to his sales effort, since the baker, he pointed out, like the grocer, must give the housewife what she wants; he must follow market changes.

Afternoon Entertainment

Monday afternoon, May 1, was given over to sports and entertainment sponsored by the Allied Trades of the Tri-State Bakers Assn., under the direction of Emile A. Alt, New Orleans, president of the association.

A party was held at the Metairie Golf & Country Club, Metairie Ridge, La. Harry S. Redmond, Russell-Miller Milling Co., New Orleans, was chairman of general arrangements. Golf tournaments, softball games, horseshoe pitching contests and card and bingo games for the ladies were available at the club, followed by a buffet supper and music and dancing.

Joseph Gaffney, Wolf's, Inc., Shreveport, La., was chairman of the morning session May 2. After Mr. Gaffney called the business session to order, Howard O. Hunter, executive vice president of the American Institute of Baking, Chicago, explained the new program of the AIB, telling the listening bakers what the institute had to offer the baker today through its various departments.

Carl P. Schmidt, Schmidt's Baking Co., Baltimore, Md., and president of the Potomac States Bakers Assn., told the bakers that the bread business "does not belong to you." In explaining this statement, he said that a telephone survey showed that a great percentage of the buying public is neutral about her brand preference. He emphasized that bakers should make better bread and advertise that bread more, to get this

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available to them. With characteristic "American" attitude they reduced their purchases of inferior merchandise, and insofar as they could, turned to products more to their liking.

The attitudes of the industry reflected conflicting interests. All persons interviewed were unanimous that they should have better flour to handle, and that certainly American interests should take all possible steps to help provide or make such better flour available to them. However, the same vigorous exponents of quality were not at all enthusiastic about paying any premium for better quality flour from the U.S., or anywhere else.

—BREAD IS THE STAFF OF LIFE—

NEW FIRM ANNOUNCED

INDIANAPOLIS — C. R. Jackson and H. W. Matchette announce the formation of the J & M Feed Co. with offices at 327 Board of Trade Bldg. The firm specializes in feeds, feed ingredients and other merchandise required by the feed trade. Both Mr. Jackson and Mr. Matchette have had considerable experience in feed manufacturing and sales in Indiana.

NEW WHARF AT HOUSTON PLANNED FOR DRY CARGO

HOUSTON—Plans for a new $200,000 open-type wharf, which will be constructed to handle the port of Houston's increasing dry cargo tonnage, have been announced by W. F. Heavey, port director.

The new facility will be a creosoted timber wharf, 500 ft. long, and situated immediately downstream from the present Manchester Wharf No. 2, near Arrow Mills.

According to Gen. Heavey, 120 days will be required to complete the wharf after the contract for construction is awarded. He said the 15% increase in dry cargo recorded by the port in March led the port commission to authorize plans for the new wharf.

Edward Keating

PROMOTED — Edward Keating, 28, has been named assistant to the president of Ekco Products Co., Chicago. He has served as assistant to the executive vice president since early last year. In his new position, Mr. Keating will assume enlarged administrative responsibilities, both on domestic and foreign operations. He will continue to direct Ekco's Canadian subsidiary, as well as handle liaison between the parent company and its English firm, Platers and Stampers, Ltd. He joined Ekco before the war, working in the production, sales and merchandising departments. He was elected to the company's board of directors in 1949. Mr. Keating is the son of Arthur Keating, chairman of the board.

FLOUR BRANDS

The following trademarks have been published in the Official Gazette of the United States Patent Office preliminary to registration. Manufacturers and distributors who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within 30 days after official publication of the marks, a formal notice of opposition.

KING OF DIAMONDS—Commander-Larabee Milling Co., doing business as Big Diamond Mills Co., Minneapolis, Minn.; wheat flour. Use claimed since Jan. 1, 1938.

NORTHLAND SUPERLATIVE—Commander-Larabee Milling Co., doing business as Northland Milling Co., Minneapolis, Minn.; wheat flour. Use claimed since Jan. 1, 1938.

SPRINGUP—Commander Larabee Milling Co., doing business as Northland Milling Co., Minneapolis, Minn.; wheat flour. Use claimed since Jan. 1, 1938.

RUSHLIKE—Consolidated Grocers Corp., doing business as Sprague, Warner & Co., Chicago, Ill.; whole wheat flour, graham flour, self-rising buckwheat flour, cake and pastry flour and breakfast cereal foods. Use claimed since Feb. 20, 1896.

CENTENNIAL—Centennial Flouring Mills Co., Seattle, Wash.; wheat flour. Use claimed since June 23, 1932.

CLUB M—Colorado Milling & Elevator Co., Denver, Colo., doing business as The Lamar (Colo.) Flour Mills; wheat flour. Use claimed since 1919.

BORDER ROSE—Flour Mills of America, Inc., doing business as Kansas Flour Mills Co., Kansas City, Mo.; wheat flour. Use claimed since March, 1939.

TOUGH KING—Flour Mills of America, Inc., doing business under the name and style of Kansas Flour Mills Co., Kansas City, Mo.; wheat flour. Use claimed since January, 1941.

DORREL—The Dorrel Co., Newport, Ky.; wheat flour, prepared and self-rising flour, corn meal and oatmeal. Use claimed since June 1, 1897.

DENRADO—Colorado Milling & Elevator Co., doing business under the style name of The Denver Flour Mills and The Eagle Flour Mills Co., Denver, Colo.; wheat flour. Use claimed since 1928.

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Dollar Shortage Continues as Handicap to Flour, Grain Trades

LONDON—The main influence retarding the development of mutual trade in grain, flour and feedstuffs between North America and the major importing countries of the world is still the prevailing shortage of dollar purchasing power.

It was with the hope of easing the situation that the British government decided to devalue sterling in terms of the dollar in September, 1949—a step which was rapidly followed by a large number of countries facing similar economic difficulties. During the past six months the effect of devaluation has gradually become apparent, and it is now possible to assess the short term consequences of the change in policy.

A final settlement of the currency problem and the closing of what is loosely described as the dollar gap is essential if trade is to return to normal channels. Without the settlement of this issue no progress will be made in returning the wheat and flour trades to normalcy. The axiom can also be applied to feed imports since the same financial and economic rules apply.

In the opinion of some observers, the conditioning of currency to allow the fulfillment of the demand for North American grain and feedstuffs by European importing countries is a most important consideration in view of the need for supplies to maintain the greatly increased livestock population built up as a result of the aid given by the Economic Cooperation Administration.

Improvement Noted

The immediate cause of devaluation was the heavy drain on Britain's gold and dollar reserves and figures now published show that by the end of 1949, the drain, if not plugged, had at least been checked. Prior to September the sterling area's gold and dollar deficit amounted to $539 million, while by the end of December it had been sliced to $31 million. Reserves had risen from $1,425 million, calculated at the new rate of exchange of $2.80 to the pound, to $1,688 million.

The causes contributing to the improved position were, unfortunately, mainly temporary, but the overall situation revealed that a small permanent improvement had been effected in the payments position. Prior to devaluation many overseas buyers, anticipating a possible fall in the value of the pound, had been postponing their purchases from and payments to the sterling area. Once the forecasted devaluation became fact, buying was resumed at the normal level.

Additionally, the slowdown due to the sluggishness in U.S. trade early in 1949 was found to be only temporary, and a revival of business activity assisted progress. Furthermore, the steps taken in July by Britain and the associated sterling countries to slice dollar imports with a view to effecting economies began to have some tangible effect on the situation.

Future Obscure

From the short term point of view, therefore, devaluation has been a success. Taking a long term view, however, the future is still obscure and some observers still cling to the opinion that the improvement cannot be maintained.

While taking note of developments as they affect western Europe, traders have not failed to notice the adverse effects of the prevailing economic policy on farmers in the U.S. and Canada. Canadian farmers, not unnaturally, viewed with concern the British policy of cutting down purchases involving payment of dollars. Already they are seeking government assistance in maintaining the prices of many agricultural commodities, sales of cheese and bacon to Britain being already covered by such an agreement.

Agriculture is an important contributor to the Canadian national income, and it is unlikely that the commonwealth will be able to afford heavy subsidies to maintain farm prices. Consequently, the long term effect of devaluation may have an adverse influence on the Canadian wheat and flour export trade, a situation which will be regretted by many British traders conscious of the traditional business relationship between the two countries. Steps must be taken to regularize the position.

In the U.S. the situation is equally unpromising. Producers are faced with the prospect of reduced demands from overseas markets despite the assistance provided by ECA in maintaining some markets for U.S. farm products and to a certain extent for Canadian products. In this latter connection the Canadian situation may be further complicated by the refusal of the U.S. to allow ECA dollars to be used to finance British purchases of Canadian wheat and flour. In such circumstances, purchases could only be maintained by using free dollars earned in the ordinary course of trade. It is understood from British official sources that every effort will be made to do this.

As far as Britain's internal situa-

(Continued on page 34)

housewife away from her neutral feeling and into a specific brand preference. He pointed out that in most cases softeners offered no aid to bread sales.

Sanitation Course Recommended

J. Roy Smith, Smith's Bakery, Mobile, Ala., a governor of the American Bakers Assn., spoke briefly on the Bakers of America Program and stressed the need of backing the American Institute School of Baking. He also urged bakers to attend the coming course in sanitation in New Orleans in June, which is sponsored by the AIB.

I. B. Tigrett, Mobile, Ala., president of the Gulf, Mobile & Ohio Railroad, was the last of the speakers on the business session. Following his appearance, the installation of officers and a short talk by Mr. Wolf preceded adjournment.

Gordon Smith, Smith's Bakery, Mobile, recommended the Tri-State Bakers Assn. request that the American Bakers Assn. conduct a spot survey to ascertain what kind of bread the American consumer wants and likes. He suggested this information then be turned over to the American Institute of Baking for laboratory staff work on the development of an "ideal loaf." The formula for such a loaf would then be given to the industry.

The association adopted a resolution calling on the ABA to undertake the survey and research for such a loaf as Mr. Smith described.

In addition to Mr. Smith's resolution, Harold Salmon, Holsum Bakeries, New Orleans, presented two other resolutions which were adopted: One in memory of Eugene K. Quigg, head of the Richmond (Ind.) Baking Co. and president of the American Bakers Assn. prior to his recent death, and another of thanks to all who aided the convention's success.

An informal cocktail party in the presidential suite of John Wolf preceded the annual banquet in the Tulane Room of the Jung Hotel. Mr. Pollman was in charge of the banquet, which was featured by the appearance of newly elected and retiring officers of the bakers' and allied men's associations, dancing and entertainment.

Following the convention, a group of retailers met for the organization of a retailers' division of the Tri-State Bakers Assn. Samuel Marshall, Electrik Maid Bake Shops, Inc., Mobile, Ala., was elected president of the division, with Ray Rutland, Rutland Bakery, Birmingham, Ala., named vice president for Alabama; L. Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., vice president for Mississippi, and Henry Reuther, Henry Reuther's Bakery, New Orleans, vice president for Louisiana. Mr. Baudier was named secretary-treasurer of the new organization.

The Allied Trades of the Tri-State Bakers Assn. elected the following officers: Horace Rowley, Wesson Oil & Snowdrift Sales Co., president; Maurice Dennery, Charles Dennery, Inc., vice president, and Harry Redmon, Russell-Miller Milling Co., New Orleans, secretary-treasurer; directors: Floyd Spurlock, Standard Brands, Inc.; P. L. Thomson, P. L. Thomson & Co., and Verfon Wagner, Charles P. Wagner & Bro.

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—BREAD IS THE STAFF OF LIFE—

Fred Stella Elected Head of Illinois Bakers

CHICAGO — Fred Stella, Stella Baking Co., Danville, Ill., was recently elected president of the Illinois Bakers Assn. R. J. Conover, Lucky Boy Bakery, Galesburg, was named chairman of the wholesale division, and Harvey Brouillette, Harvey's Pastry Shoppe, Champaign, chairman of the retail division.

Paul Zickgraff, Bake Rite Bakery, Peoria, was elected treasurer and Thelma J. Dallas, Chicago, is secretary.

Directors, elected for a three-year term, include Al Heisler, Jersey Bakery, Jerseyville; Charles Oswald, Oswald's Bakery, Chicago, and Ed Seibert, Noll Baking Co., Alton.

Walter H. Kurth, the Pastry Shop, Bloomington, was named a director for two years, and George W. May, Purity Baking Co., Bloomington, for one year. Al N. Wolford, Schulze Baking Co., Peoria, was appointed by the president for a one-year term as director.

Other directors whose terms have not expired are: Nick Amrhein, Amrhein's Bakery, Springfield; R. D. Bills, Jr., O'Connor-Bills, Mattoon; L. E. Caster, Keig-Stevens Baking Co., Rockford, and R. J. Lewis, Lewis Bros. Bakery, Anna. George Chussler, Bakers Weekly, Chicago, is the allied member of the board.

Members of the allied advisory committee, elected by allied representatives, are Ralph Bala, Red Star Yeast & Products Co., Davenport; Paul Cadwell, J. W. Allen & Co., Chicago; William Grewe, International Milling Co., Chicago; George Heninger, Standard Brands, Inc., Peoria; E. L. Hunter, Wesson Oil & Snowdrift Sales Co., Peoria; W. J. Lucas, Rodney Milling Co., Springfield; Bob Montag, Brolite Co., Chicago; Fred Nicolai, Anheuser-Busch, Inc., Chicago and R. R. Zimmerman, Cahokia Flour Co., St. Louis.

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Restaurant Industry—Customer or Competitor?

★

By Andrew J. Crotty, Jr.

President, National Restaurant Assn.

THE title of this article is "The Restaurant Industry — Customer or Competitor?" Actually, that title should read—"The Restaurant Industry—Customer AND Competitor?" Because right now the restaurant industry is both, and will continue to be both for some time to come. What I would like to discuss, however, are ways and means for building up the restaurant industry as a customer of the baking industry and holding down its rather alarming growth as your competitor. But first, let's serve some facts and figures—sunnyside up—which pertain to the restaurant industry as your customer.

I don't know how many of you realize it, but the restaurant industry is—for better or for worse—the baking industry's second largest customer. The American housewife is, of course, your first and foremost love. But we are next in line, even though most bakers keep us sort of hidden away in the "back streets" of their minds.

Statistically speaking, the restaurant industry is a potential $200 million customer, because that's what hotels and restaurants spend, every year, for baked products. Putting it another way, the average restaurant spends 6% of its food dollar for baked goods, which is a good deal more than it spends for butter or eggs or ice cream or coffee or tea or a number of other foods. But all is not gold that glitters. Especially that $200 million I just mentioned.

According to some follow-up statistics—served sunnyside down—22% of our restaurants and 69% of our hotels are estimated to do their own baking—with the exception of bread and rolls. While in both businesses about 85% do some of their own baking. These percentages, incidentally, are based on the larger and better class restaurants and hotels, which do the greatest volume of business. It is an unfortunate but significant fact that among those restaurants and hotels where the baker is strongest, volume of business and prestige are weakest. And so, we have already quickly shifted from the pleasant picture of the restaurant industry as a customer to the down-

EDITOR'S NOTE: The accompanying article by Andrew J. Crotty, Jr., president of the National Restaurant Assn., comprises the essential text of an address given by Mr. Crotty at the annual luncheon meeting of the Allied Trades of the Baking Industry during the American Bakers Assn. convention in Atlantic City last October.

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NAMED BY BORDEN — Dan W. Murchison has been appointed assistant sales manager of the Borden Co.'s Dry Milk division, according to H. W. Walker, sales manager. Mr. Murchison, a veteran of 13 years with the Borden Co., mostly in the dry milk field, replaces Frank J. Torrens, who has resigned.

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BILLBOARD PROMOTES BAKED GOODS—The 12 by 25 ft. billboard shown above displayed the "Buy It Baked" message to over 1 million persons from 25 boards in Pittsburgh in December and January. Miniature billboards displayed the names of bakeries carrying the union label as part of Local Union No. 12's advertising campaign under Samuel Wehofer, president. Street car posters, leaflets and store window streamers are also to be used to point up the value of baked goods bearing the union label.

right sobering one of the restaurant industry as a competitor. I say it is a sobering picture (or should be to you bakers) for two reasons: First, because more and more restaurant operators are doing their own baking. And, second, because more and more people are eating more and more meals away from home.

There is a rather startling figure to back up that second statement of mine and here it is. In June of 1949 it was estimated that one quarter of all the food that is consumed in this nation was eaten out—away from home. In other words, 25% of your favorite customer's food dollar is going to the restaurant industry.

Cafeterias Grow

And here's another important angle. A major reason for the increase in the number of meals eaten away from home had been the growth of school and industrial cafeterias. I don't need to tell you bakers that this development has resulted in a marked decline in the use of the old-fashioned lunch box—which for years was one of your best sources of sales of bread, pies, cookies and cakes. Even if the baker supplies the

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Aged and Aerated King Midas Flour will give you the maximum in flour uniformity, increased absorption and more profitable baking results—because of the *extra step*.

King Midas **FLOUR MILLS**

MINNEAPOLIS MINNESOTA

cafeteria with baked products his position is not as good as it was, since the child or worker has a much greater variety of foods to choose from in the cafeteria.

What all this adds up to is the fact that the restaurant operator competes with the baker as a baker and, also, as a purveyor of competitive foods.

I am not trying to make enemies and frighten people. Moreover, any industry that has succeeded in switching the housewife from 90% home-baked products to 95% commercially-baked products in the short space of 40 years doesn't frighten easily and doesn't need to worry too much. My only purpose in citing competitive statistics was to see if they wouldn't startle us towards making a start at finding out just why so many restaurant operators make their own baked products—and to see what could be done to stop that trend.

Now I know that if you asked 10 restaurateurs why they make their own baked products at least nine of them would tell you that it's because the bakers won't give them the variety and type of products they want. And I am certain that if you asked 10 bakers why they don't go after the restaurant market they would tell you that the restaurateur won't pay the price for what he wants. Obviously, the truth is somewhere in between. The fact that many restaurant operators and many, many bakers are perfectly happy with their relationship as buyer and supplier is proof of that.

It would seem to be equally obvious, therefore, that some sort of scientific survey should be made to determine just what the real obstacles are between the restaurateur and the baker. And like the lady pianist who always brings her music, it just so happens that I have a recommendation to that effect right here in my pocket!

This recommendation was drawn up by Col. Paul P. Logan, director of the National Restaurant Assn.'s food and equipment research department. It goes into some detail on the specific subjects to be surveyed.

"In my opinion," writes Colonel Logan, "there is need for better quality baked products in restaurants where such merchandise is purchased from local bakeries. It is probable that the restaurant operators are more to blame than the bakers for this condition, because the average baker has the ability and the equipment to produce high quality material if such were demanded by the operator.

"Restaurant operators purchasing baked products on a price basis can always find some baker who will make the items they are using a little bit cheaper. However, this is false economy since the service of good bakery products enhances the food service in a restaurant and conversely, the use of inferior products detracts from the food service.

"I would like to see a joint study made by the American Institute of Baking and our research department on the increase in volume which could be realized by some Chicago restaurant through the introduction and use of high quality variety breads, sweet doughs and pastries. It is believed that on the basis of such a study the American Bakers Assn. could undertake a survey of the needs and desires of the restaurant industry as a whole for bakery products.

"If and when standards of quality could be established for various products made by commercial bakeries and bought by restaurants, it would be interesting and educational to have a demonstration and display of such products at our next annual convention."

Now that recommendation isn't based on mere curiosity or love of statistics. We happen to know that surveys of this nature can be extremely helpful to both the allied industry concerned and to the restaurant industry. Last spring, for example, we published a "Report on Coffee in Public Eating Places," which was made by a joint committee of the restaurant and coffee industries. We also have published a report on dishwashing practices and equipment, which was made after a survey showed that dishwashing equipment was the restaurant operator's No. 1 equipment headache.

Reports Helpful

Both of these reports have been most helpful. Not only for the information they contain but for the future programs of cooperative action they outline. I am certain, for example, that the program of action outlined in this coffee report will result in increased coffee sales to the consumer and increased coffee sales from the roasters to us. And isn't that worth while? Isn't it a great deal more sensible than allowing differences of opinion on price, product quality and service to reach a point where the restaurant operator might decide to roast his own coffee? It has been done, you know. And it is still being done in some cases.

Getting back to our own industries, I feel that the fact that we, the customers, are examining the possibility of a joint restaurant-bakery survey is also significant. It in-

Fresh Flavor

If you have ever tasted sweet corn that went into the kettle just a few moments after it was picked, you're not likely to forget its full, fresh flavor.

Rye flour, too, is at its best when fresh. And that's a good reason for getting your rye flour from Pillsbury. Thanks to efficient distribution, careful handling, and rapid turnover, Pillsbury's Rye Flours reach you while their fine rye flavor is at its peak.

If your aim is to make the best-tasting loaf of rye bread in town, here's your flour!

White to dark—a type for every purpose ... Also RY-BLEN-DO—a blend of Pillsbury's choice Rye Flours and strongest Northwest Clear.

Pillsbury's Rye Flours

PILLSBURY MILLS, Inc.

General Offices: Minneapolis 2, Minn.

dicates that your No. 2 customer, like Barkis, is "willin'." As a matter of fact, the whole trend in the restaurant industry today is to eliminate the task of food processing wherever possible. The increasing purchase of prefabricated meats is one example of this trend and there are many others. Why should the baker be the exception?

I have no doubt that I'll be collared by bakers who can give me many reasons why they consider the restaurant operator an unreasonable price buyer who never has given the commercial baker an even break. Well, there's much to be said on both sides. But this I know. When, as and if the baker succeeds in changing the restaurant operator from a competitor to a customer he will gain a lot more than the additional volume that business represents. He will also gain one of the best salesmen, to the consuming public, he has ever had. And that's the reason why the restaurant operator should not be shrugged off as a "price buyer"—even if he is!

Competitive Foods

As you gentlemen know, your basic competition is not from the restaurant baker or even from the home baker. Your basic competition comes from the thousand and one foods that are seeking a place in the consumer's 26-oz. stomach. Now you also know that in this struggle between competitive foods the wheat foods are just barely holding their own. As a matter of unpleasant fact, the Bureau of Agricultural Economics recently observed that "the consumption rate for wheat products in general during the past few years has tended to assume the general downward trend evident in the prewar period."

In other words, in the current competitive struggle between foods you need all of the help you can get. And the restaurant operator can be, and should be, for his own sake as well as yours, a helpful and cooperative salesman of baked products.

Looking at it from the baker's standpoint this would be a wonderful advantage. The restaurant table, or counter, is an ideal show and test case for his new, different and improved baked products. Bakers are understandably hesitant about changing the products they sell through wholesale or house-to-house distribution because the mass consumer market is so competitive that any variation might lead to a serious slip in position. But the gamble involved in producing new and different products for restaurants is well worth taking. First, because of the comparatively minor cost involved and, second, because the consumer when dining out, is much more likely to be "sold" on the new and different product.

The restaurant operator can do a fine selling job for the baker through his promotional activities as well . . . through his messages to the consumer on menus, table tent cards and counter cards for example. And the baker does have a story to tell. Every chapter in the historical story of the Staff of Life is fascinating. And in this era of nutrition consciousness the story of enrichment plus bread's natural food values is without parallel in the food industry.

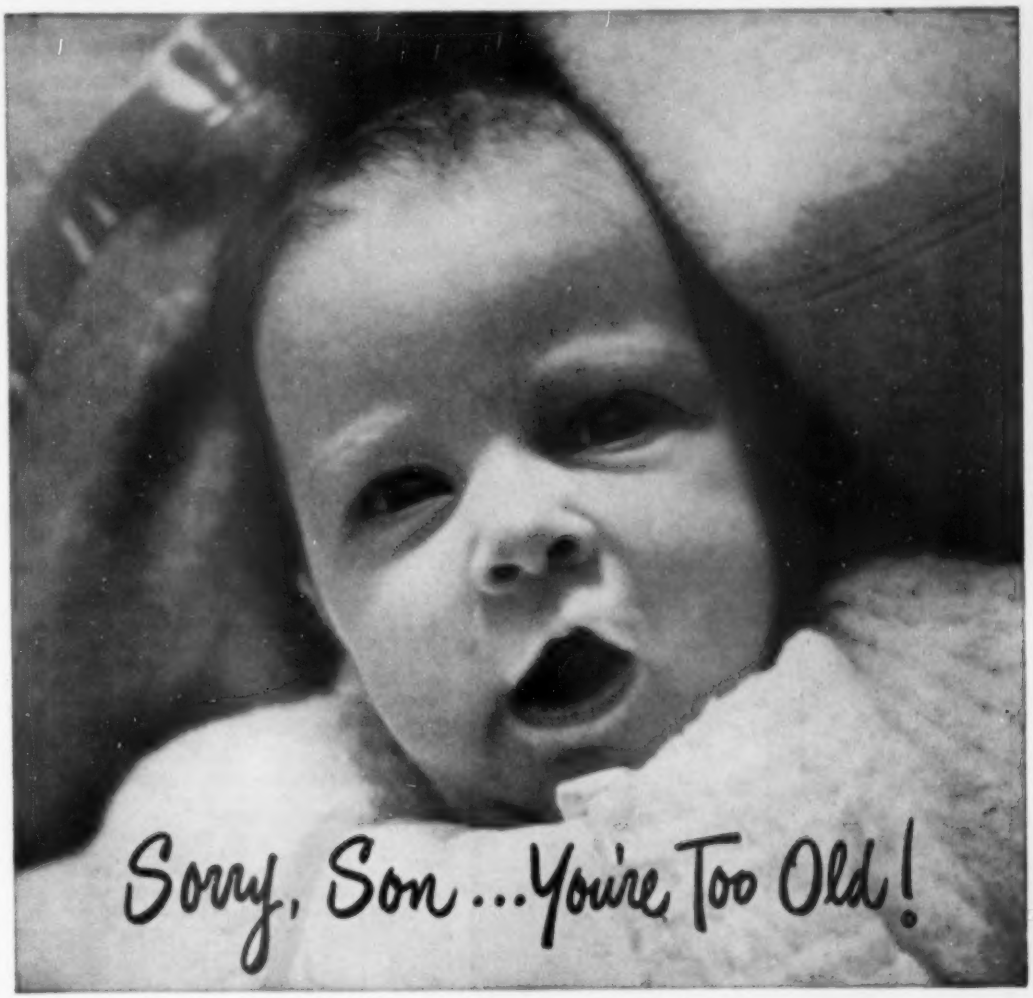
Assuming that you, the baker, are convinced that the restaurant operator can and should be your ally and salesman in the promotion of your products, your next step is to convince him of that fact. "After all," he may say, "if the per capita consumption of wheat products is falling off, who am I to try to stop it?" or more likely, he will simply ask, "What's in it for me?"

There are several answers to that question. First, and foremost, there is the fact that fine quality baked products are second only to a good cup of coffee as the sign and symbol of a fine eating place. The restaurants that have achieved success and reputation on the basis of outstanding pies, or cakes or hot breads are too numerous to mention. One example from the distant past are the famous rolls from the Parker House, in my own city of Boston. In the recent present we have the Stouffer chain of restaurants, which got their start on the popularity of Mrs. Stouffer's Dutch apple pie. In other words, no matter what the statistics may say about the per capita consumption of wheat products the smart restaurant operator knows or should be told, that the American public has an unlimited capacity for, and appreciation of, fine baked products.

Lower Cost Meals

A second reason why the restaurant operator should be interested in cooperating with the baker in the promotion of baked products is that their use permits the production of lower cost meals. This is a factor which may become increasingly important, depending on the rise or fall of our national economy.

And so, to sum up your arguments to the restaurateur, and in the words of a popular advertising jingle, your products have flavor, nutrition and economy! What more could we ask of a food? In my opinion, a real promotion campaign—to the restaurateur and through him to the consumer—could be based on those arguments.



Can you imagine a *man* being slated for retirement at the age of just a few weeks?

Hardly! But Pillsbury enforces an age limit like that for all whole wheat flours bearing the Pillsbury dotted circle trade-mark—because repeated tests prove that *freshly milled* whole wheat flour gives the best baking results.

This policy is made possible by (a) rapid turnover; (b) fresh stocks in jobbers' warehouses; (c) fresh stocks at Pillsbury distributing centers; (d) highly developed pool and mixed car service; (e) careful handling.

Count on Pillsbury's Whole Wheat Flours—which are always delivered *fresh*—for finest flavor and quality in your whole wheat bread! There's a type for every need.

Pillsbury's Whole Wheat Flours

Famous for Flavor and Freshness

PILLSBURY MILLS, Inc. • *General Offices:* Minneapolis 2, Minnesota

Gladiola
and
Red Elefant
FLOURS OF
EXCELLENT QUALITY
FANT MILLING CO.
SHERMAN, TEXAS

STRATEGIC LOCATION

ACME-EVANS COMPANY
INDIANAPOLIS, IND.
Over a Century of Milling Progress
• Since 1821 •

104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:
HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark
GEORGE URBAN MILLING CO. BUFFALO N. Y.

But like that purple cow, I have never heard or seen one.

One obvious reason why this is so is because most of your promotional efforts, as an industry, have been understandably aimed at your No. 1 customer; have been devoted to the task of convincing the housewife that she should "Buy it baked!" And I would like to say right here that that is a slogan dear to the heart of the restaurateur as it is to you. Because that is where you and the restaurant operator meet on common ground, where you join in seeking a common objective.

Common Objective

That common objective is—keeping the housewife out of the kitchen. In a way, it is the objective of all industry, of our American Way of Life if you will . . . release from toil and drudgery, more leisure time for the enjoyment of the bountiful blessings this great industrial nation can provide.

With this great objective as a common objective there is no basic reason why the existing conflicts between our two great industries cannot be resolved, why the restaurateur cannot become more and more a customer and less and less a competitor. Then, if the restaurateur becomes a customer instead of a competitor, the trend towards dining out will become a favorable rather than a frightening factor for the baking industry.

But, as matters stand today, the trend is towards restaurant baking, despite the fact that the trend is away from restaurant processing of most other foods. What are we going to do about it? Well, my association has suggested a first step. I personally feel that we are both old enough —and have enough in common—to want to take that first step together.

—BREAD IS THE STAFF OF LIFE—

COLE BAKING CO. BUYS LOGAN, W. VA., BAKERY

BLUEFIELD, W. VA.—The Cole Baking Co. here has acquired control of the Logan (W. Va.) Baking Co.

W. J. Cole, president of the Bluefield firm, said that controlling interest in the Logan company was purchased from Mr. and Mrs. Patsy Ferzacca and their three children, and Mrs. Dante Belladonna and one daughter. The amount involved in the transaction was not disclosed.

The Logan Baking Co., which employs about 50 persons, will continue to operate under its present name, Mr. Cole said. The Cole company also operates the Raleigh Baking Co. at Beckley, W. Va.

"Whitewater Flour"
Ground Where the
Best Wheat Is Grown
WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

CHECK THESE ADVANTAGES
Anheuser-Busch yeast is designed to meet the modern requirements of the fast-stepping American baking industry. It has strength, sustained activity, and gives vigorous performance under all conditions. It assures maximum fermentation. Its balanced attributes impart improved keeping qualities. It gives your loaf a fresh, clean flavor housewives demand.
ANHEUSER-BUSCH, INC.

A COMPLETE
FLOUR SERVICE
• Hard Spring Wheat
• Hard Winter Wheat
• 100% Whole Wheat
• Cake Flours
• Pastry Flours
RUSSELL-MILLER
MILLING CO.
MINNEAPOLIS 1, MINN.
Millers of OCCIDENT, AMERICAN BEAUTY and other bakery flours to fit every formula

FAMILY PATENTS
White Crest Red Crest
Cake and Pastry Flours
J. C. L.
Sponge Cracker Flour
The J. C. Lysle Milling Company
Leavenworth, Kansas

FORBES BROS.-
CENTRAL MILLS CORP.
Over 60 Years Experience
Making Quality Products
4-B EXTRA FANCY CORN GRITS
CORN MEAL CORN BRAN
HOMINY FEED
Box 884 South Topeka, Kas.

Bowersock Mills & Power Co.
LAWRENCE, KANSAS
ZEPHYR FLOUR
AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE
Established 1874

Victor-Champion-Frost King-Headliner
Family Flour De Luxe
THE CRETE MILLS
CRETE, NEB

BLAIR'S
BLAIR MILLING CO., Atchison, Kans.

GLOBE CEREAL MILLS
EL PASO, TEXAS
Cream of Wheat Flour
"Best for the Southwest"

DO YOU KNOW . . . ?

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 43 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The pH of white bread is generally from 6 to 6.7. True or false?

2. Flour should be stored at a temperature of about 70° F. and at about 65% relative humidity for best results. True or false?

3. In order to eliminate the sliding of the meringue on top of cream and lemon pies, the filling should be cooled first before it is placed into the baked shells. True or false?

4. A nice glaze can be obtained on the top crust of bread by using high pressure steam in the oven. True or false?

5. Bakers generally use an imitation maple flavor for their baked products as the price of pure maple sugar or syrup is too high for the results obtained. True or false?

6. White spots on the top crust of pound cakes may be due to lack of salt in the formula. True or false?

7. In order to slow down the drying out of coconut macaroons, part of the sugar used in the formula should be replaced by simple syrup. True or false?

8. By replacing part of the cake flour used in making cookies by bread flour it will be found that the spread of the cookies will be increased. True or false?

9. It is permissible to use up to 6% rice flour in white bread. True or false?

10. Steam is used quite often in the oven when baking ginger snaps in order to promote spreading action. True or false?

11. The average marshmallow formula contains from 1.8 to 2% gelatin. True or false?

12. It is impossible to eliminate the white ring around the center of yeast raised doughnuts. True or false?

13. The discoloring of sliced bananas in banana pies can be retarded by the use of tablets sold under the brand name of Frulite. True or false?

14. Whole wheat flour contains about 1% wheat germ. True or false?

15. To prevent streusel coffee cakes from falling in the center after they are removed from the oven, they should be inverted on screens or cloth covered racks.

16. The cream used for making pure whipped cream cakes should have a butterfat content of 36 to 40%. True or false?

17. To produce layer cakes from refrigerated cake batter, it is not necessary to make any adjustments to the batter before scaling it into pans and baking. True or false?

18. There is no objection to using grated lemon rind in lemon pie filling with the juice of lemons. True or false?

19. When making butter sponge cakes, it is necessary to separate the butter oil from the curd and use only the oil in the cakes. True or false?

20. The melting point of coconut butter is varied, during the various seasons of the year, in the filling of sandwich cookies made by biscuit and cracker bakeries. True or false?

COTTON BAG FASHION SHOWS POPULAR

MEMPHIS, TENN. — The present popularity of cotton bag fashion shows, coupled with continuing heavy requests for the National Cotton Council's booklet, "Sew Easy with Cotton Bags," shows that housewives throughout the nation are demanding emptied bags by the thousands for home sewing, according to the National Cotton Council. The 24 cotton bag fashion wardrobes being distributed by the council are booked solidly through July, and the council reports that some reservations for use of the wardrobes extend into April of next year. Well over half a million copies of "Sew Easy with Cotton Bags" have been distributed by the council in the past four months. This 1950 booklet on bag sewing tells women how to utilize the cotton print sacks for clothes and home decorations.

NOLDE BROS. TO BUILD PETERSBURG, VA., PLANT

PETERSBURG, VA.—Nolde Bros., Inc., Richmond baking firm, has announced plans for building a $250,000 branch here. About 50 persons will be employed in the plant.

ENRICH YOUR DOUGH WITH

B·E·T·S®

The ORIGINAL Bread-Enrichment Tablets

U. S. Pat. No. 2,470,004

- The development of B-E-T-S, the first tablet available for the enrichment of bread, enabled bakers to comply promptly when War Food Order No. 1 was issued. This tablet method has made enrichment in the bakery both practical and economical . . . and has saved bakers millions of dollars.
- CONTAIN FERROUS SULFATE—THE HIGHLY ASSIMILABLE FORM OF IRON—AS AN EXCLUSIVE FEATURE—AT NO EXTRA COST.
- Enable bakers to enrich bread to recommended potencies of all required nutrients accurately, easily and economically.
- FASTEST DISINTEGRATING TABLET ASSURES DEPENDABLE AND UNIFORM ENRICHMENT.

AND . . . in bread enrichment . . . there is one form of iron — Ferrous Sulfate — that has been proven by laboratory and baking tests to be *more assimilable*, and therefore better, than any other iron compound used in bread-enrichment tablets.

B-E-T-S, the *original* Bread-Enrichment Tablets, contain Ferrous Sulfate as an exclusive feature. This enables bakers to provide in their baked goods an iron supplement that is more assimilable and consequently more nutritious . . . *at no extra cost.*

REMEMBER . . .

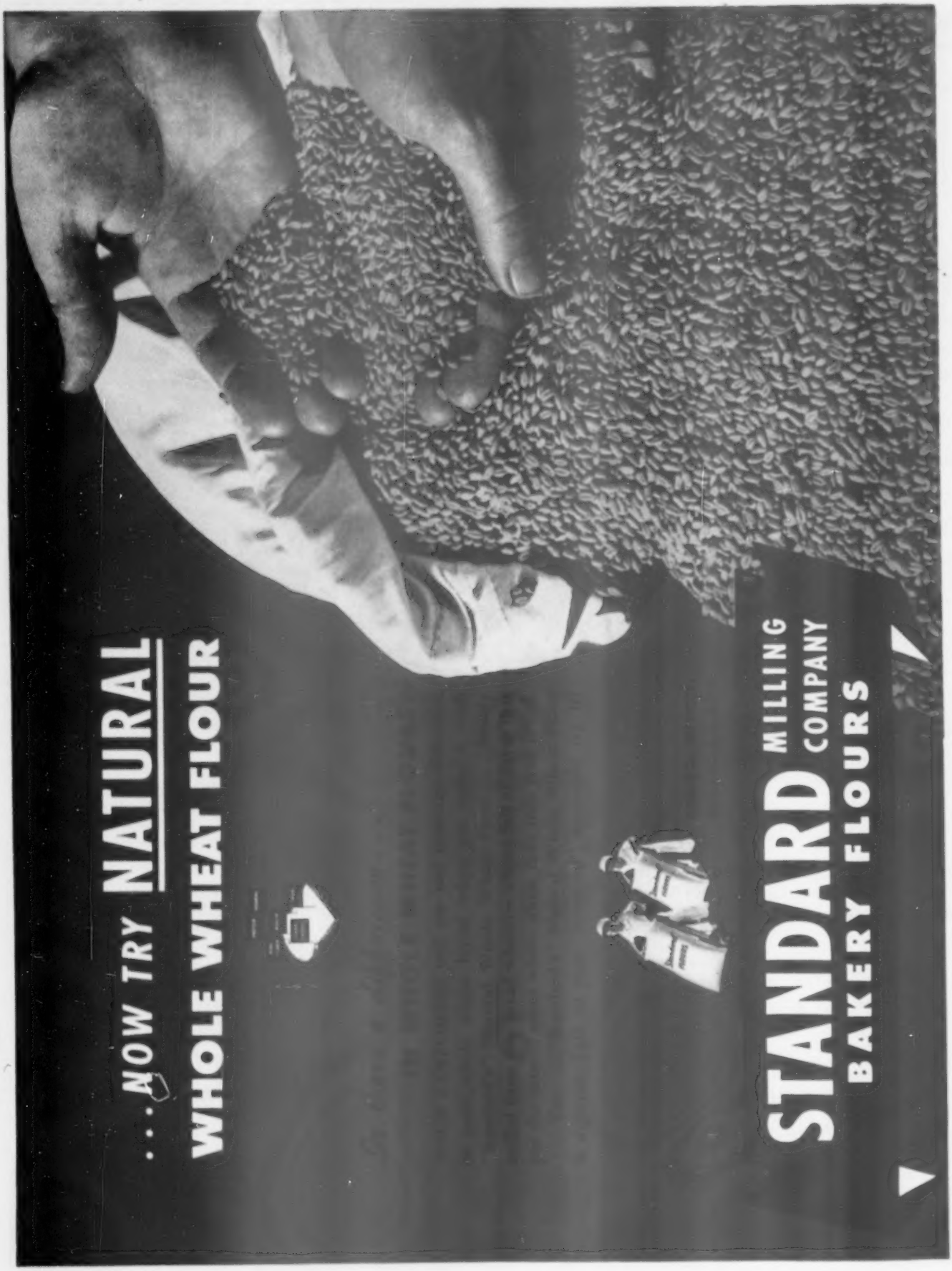
"It's the Iron that's Assimilated that's important!"

Sterwin Chemicals Inc.

Subsidiary of Sterling Drug Inc.

1450 BROADWAY, NEW YORK 18, N. Y.

Pioneers in Food Enrichment


. . . NOW TRY NATURAL
WHOLE WHEAT FLOUR
STANDARD MILLING COMPANY
BAKERY FLOURS

ANSWERS TO "DO YOU KNOW?"

Questions on page 41

1. **False.** Good white bread has a pH of 5.0 to 5.7.

2. **True.** When flour is stored too warm, its baking quality is hurt.

3. **True.** This precooling prevents the formation of the skin on top of the filling in the shells.

4. **False.** A low pressure steam should be used. The pressure at the oven should be less than 15 lb. per square inch.

5. **True.** The flavor of pure maple sugar or syrup is very mild. It is rather doubtful if it is worth while to use it in baked products.

6. **True.** It may also be due to, (1) the sugar used being too course, (2) improper mixing, (3) crusting or drying of the top crust before the cakes go into the oven, (4) low moisture content in the formula, (5) too much steam in the oven.

7. **False.** The use of simple syrup would not have any effect on the keeping quality of the macaroons. Part of the sugar may be replaced by invert syrup or honey. These products are hygroscopic, which means that they have the ability to retain moisture or draw it.

8. **False.** The spread of the cookies will be decreased. This is due to the bread flour having a higher protein content which has a binding or toughening action. Part of the cake flour should be replaced by unbleached pastry flour in order to increase spread.

9. **False.** According to government bread standards and definitions, the flour ingredient may not include more than 3% of other edible farinaceous substance. Therefore, it is permissible to use up to 3% rice flour based on the weight of the flour. Some bakers prefer to pre-cook the rice flour with part of the water before adding it to the dough.

10. **True.** It also helps to produce a nice crack on tops of the snaps and also puts a gloss on top which improves the appearance.

11. **True.** It will also contain from 30 to 32% water and 68 to 70% solids.

12. **False.** This white ring can be eliminated by frying the doughnuts completely submerged in the fat. This can be done by placing a screen over the doughnuts in the fat. Arrangements should be made so that the weight of the screen does not rest on the doughnuts. It will be found that the volume of the doughnuts will be slightly decreased when using this procedure.

13. **True.** These tablets may be obtained from drug houses. It is recommended that one tablet be used with a quart of water in which to dip the fruit. The fruit should not be left in this solution for over 30 seconds and then be allowed to drain and placed in a refrigerator. It is important that the fruit be dipped as soon as it is sliced.

14. **False.** It contains about 2% wheat germ.

15. **True.** The falling in the center is usually due to the weight of the topping being too great for the structure of the coffee cakes. By turning them over after baking and allowing them to cool in this position, the body of the coffee cakes sets up and will not collapse.

16. **True.** This high fat content will insure a firm body. The cream should be at least 24 hours old before beating it. It should be kept under refrigeration and beaten in a cold bowl on slow speed.

17. **False.** For best results it has been found that the batter should be allowed to come up to room temperature (about 75° F.). Also, to each 10 or 12 lb. of batter a mixture of ¼ oz. baking powder and 6 oz. of powdered sugar should be thoroughly mixed in.

18. **True.** However, when grating the lemons, care must be taken to use only the outer skin or yellow part, as the pulp inside the lemons will give the filling a sharp, acrid flavor.

19. **False.** It is not necessary to do this in order to produce good cakes. In our opinion, the curd will help produce a more pronounced butter flavor in the cakes. It is claimed by some bakers that the curd will produce uneven holes in the cakes. We have never noticed any appreciable difference in the number of holes in the cakes.

20. **True.** During the warm weather the coconut butter used has a higher melting point than in cold or cool weather. The basic formula used is as follows: 50 lb. powdered sugar, 25 lb. coconut butter and about 2 oz. citric acid. Flavor is added to suit.

MULLER-GROCERS BAKING FIRM TO EXPAND PLANT

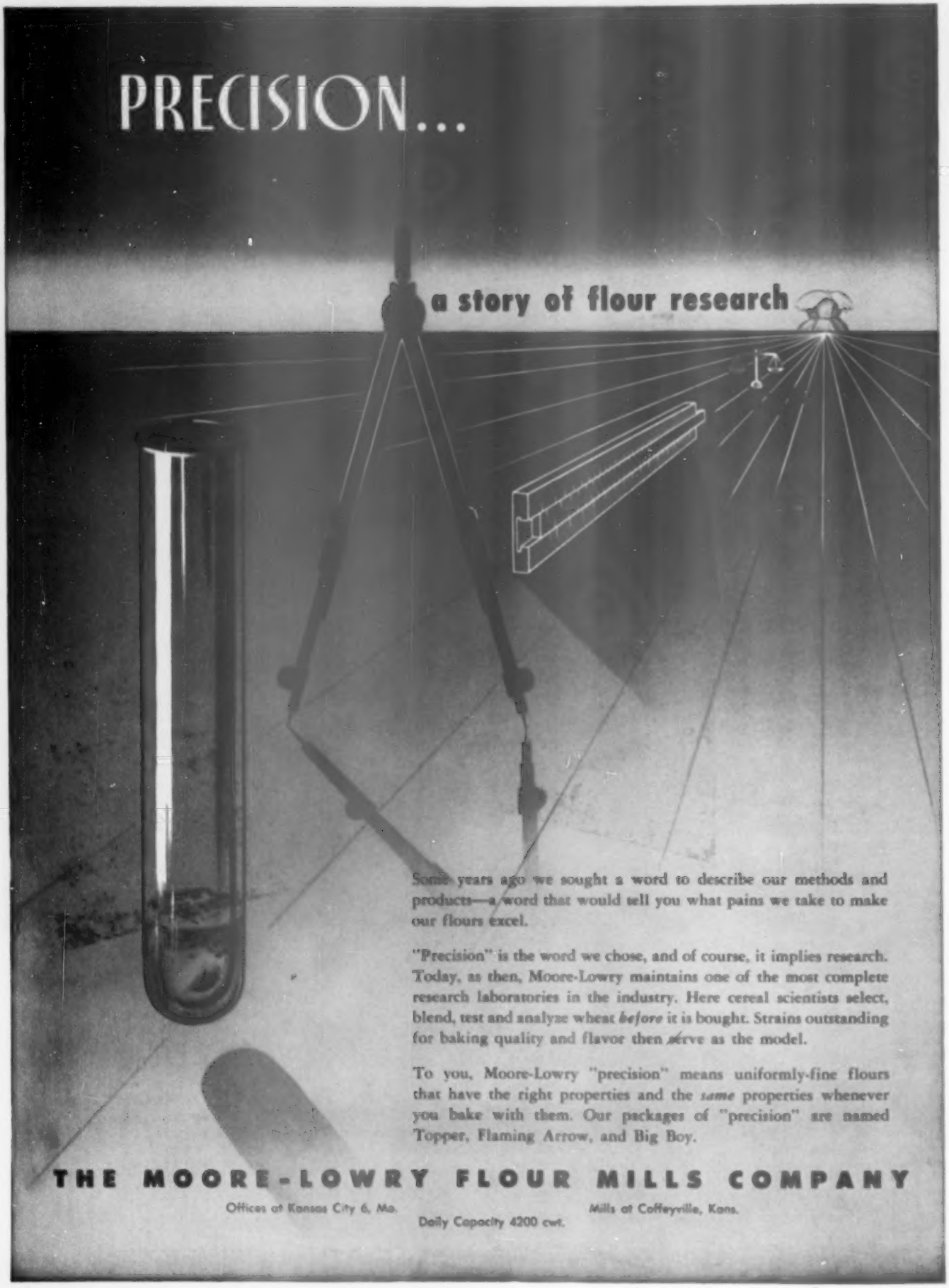
GRAND RAPIDS—Plans for the construction of a $200,000 addition to its present plant have been announced by the Muller-Grocer Baking Co.

Sturdy, rigid rack frames of tubular aluminum alloy are locked into smooth cast-aluminum corners, with protecting bumpers top and bottom. Finest full-swivel casters insure complete maneuverability and long service.

Rust and corrosion proof, easier to keep clean and sanitary, these light-weight, easy to handle USP Aluminum Racks are a practical improvement for the more convenient, efficient, economical operation of your shop. You'll be proud of their clean beauty and service.

Union Steel also manufactures a complete line of heavy duty racks to meet all your shop requirements. Contact your equipment jobber today.

UNION STEEL PRODUCTS COMPANY
ALBION, MICHIGAN


PRECISION...
a story of flour research
Some years ago we sought a word to describe our methods and products—a word that would tell you what pains we take to make our flours excel.
"Precision" is the word we chose, and of course, it implies research. Today, as then, Moore-Lowry maintains one of the most complete research laboratories in the industry. Here cereal scientists select, blend, test and analyze wheat *before* it is bought. Strains outstanding for baking quality and flavor then serve as the model.
To you, Moore-Lowry "precision" means uniformly-fine flours that have the right properties and the *same* properties whenever you bake with them. Our packages of "precision" are named Topper, Flaming Arrow, and Big Boy.
THE MOORE-LOWRY FLOUR MILLS COMPANY
Offices at Kansas City 6, Mo.
Mills at Coffeyville, Kans.
Daily Capacity 4200 cwt.

Ringing ⟷ the Baker's ⟷ Doorbell

The Galesville (Wis.) Bakery, operated for the past 16 years by Mr. and Mrs. A. G. Allen, has been sold to Belle Stellpflug and her daughter and son-in-law, the Leonard Moultons, Eau Claire.

●

Weldon's Bakery is the name of a newly established retail bakery at 214 S. Robinson, **Oklahoma City**. The proprietor is Weldon Gates.

●

Fire destroyed the Home Bakery in **Woodruff, S.C.**, recently and damaged an adjoining building occupied by a wholesale grocery concern. Smith Harrison, owner of the bakery, estimated his loss in equipment and stock at approximately $8,000.

●

The **Ozark (Ark.) Bakery** opened recently. The bakery, owned by G. W. Manier, in the army at Fort Meade, Md., is under the management of Joel Lother of Webb City, brother-in-law of Mr. Manier. Mr. Lother stated that the bakery will specialize in pastries of all kinds and will cater to both retail and wholesale trade.

●

Parry's Baker, 603 W. 10th St., **Michigan City, Ind.**, has opened a new sales store at 1407 E. Michigan St. Arthur Parry, owner, held open house for it April 1.

●

The Carolyn Ann Kitchen, **Logansport, Ind.**, formerly the Sa-So Pastry Shop, has been remodeled and redecorated and is now opened at 1128 E. Market St. under the new ownership of Henry W. Hitzermann. The store will feature bakery goods and pastries, including homemade bread, sweet rolls, fried rolls, cakes, pies and cookies.

●

The Continental Baking Co. of New York will soon ask for bids for construction of a $150,000 office and storage building addition to its plant on Richmond St. in **Cincinnati**.

●

T. C. Richeimer, Sr., who has been in the baking business all his life, has leased a storeroom for a modern bakery in the Lane Shopping Center, 1651 W. Lane Ave., **Columbus**, and has begun operations. He was associated with the Central Ohio Supply Co. for 20 years as the director of its baking school and originator of Cosco specialties. He will operate under the name of Ricks Bakery. An associate of the firm will be his son, T. C. Richeimer, Jr.

●

Mr. and Mrs. Harry W. Lappe have opened a bakery on S. Walnut St., **Starke, Fla.** The Lappes formerly operated a bakery on W. Call St., but discontinued it some time ago when ill health made it necessary for Mr. Lappe to rest.

●

A new pastry shop, The "Tasty Pastry" Shop, owned by Curtis Sanders, was recently opened in **Forrest City, Ark.** The shop, which caters to informal parties, church and civic club affairs as well as retail sales at the shop, specializes in home-made pies and French pastry and does not handle bread.

●

The Royal Baking Co., N.E. 8th and Oklahoma, **Oklahoma City**, suffered a minor loss recently when fire broke out in an oven and reached into the second floor of the building. Harry S. Alexander is owner and operator.

●

The Murray Bakery, 2317 N. Murray Ave., **Milwaukee**, suffered several hundred dollars damage in a fire which was caused by an overheated bakery oven. According to fire officials, a thin layer of concrete under the bakery oven apparently had become worn and the heat from the oven set fire to the floor. Loss to the building and other occupants was estimated at $7,000.

●

Mr. and Mrs. Arthur Snyder have opened the Tasty Pastry Shop at 113 N. Bay St., **Eustis, Fla.**

●

Milner's Bakery, **Paula Valley, Okla.**, has added a new delivery panel truck to its equipment.

●

The Gates Bake Shop was opened in **Corpus Christi, Texas**, recently at

YIELD

THE MOST IMPORTANT WORD IN SECURING BAKERY PRODUCTION PROFITS . . .

WE CAN PROVE EXTRA YIELD (MEANING EXTRA PROFITS) IN YOUR WHITE BREAD PRODUCTION

"Ask the Brolite man"

BROLITE COMPANY

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

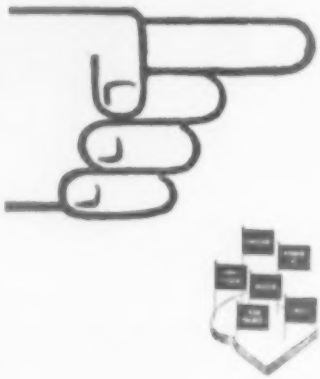
225 Fourth Ave. New York 3, N. Y. | 621 Minna St. San Francisco 1, Calif. | 4128 Commerce St. Dallas, Texas | 518 First Ave., North Seattle 9, Wash. | 686 Greenwood Ave., N. E. Atlanta 6, Ga.

F. W. STOCK & SONS INC.

HILLSDALE, MICHIGAN

RUGGED AND DEPENDABLE

Rugged in its ability to withstand the unexpected variations in shop procedures and timing, dependable in its daily uniformity of mixing, fermentation and baking response . . . that is KANSAS PYRAMID . . . a real quality medium patent, milled from the finest of hard winter wheats. KANSAS PYRAMID has the stuff to produce the finest loaf in any market.



Kansas

PYRAMID

FLOUR

THE WILLIS NORTON COMPANY Wichita, Kansas

Quality Millers Since 1879

3 BAKER FLOURS

that give *consistent quality for greater profits!*

TEA TABLE

OVENSPRING

BIG VALUE

THE WEBER FLOUR MILLS CO.

SALINA, KANSAS

the newly-constructed Ayres Street Shopping Center by C. A. Gates and W. B. Pritchett. Mr. Gates has operated the Six Points Bakery there for the past 11 years.

●

The **Garland (Texas) Baking Co.** recently received a charter of incorporation from the secretary of state in Austin. The company was chartered with $22,000 capital stock by S. W. Alford, S. A. Townsend and M. H. Dunavant.

●

E. M. Metcalf has opened the Cookie Corner at 517 N. Spruce St. in **Colorado Springs.**

●

Kenneth G. Conrad, employed by several **Denver** bakeries for the past several years, has gone into business for himself. He recently purchased the Lind Bakery, 301 Elati St. **Denver,** and is now operating the business under the name of Conrad's Bakery.

●

R. H. Cunningham and R. Fruhoese are now owners of the Mrs. Harvey's Baking Co., 954 11th St., **Longmont, Colo.**

●

Charles L. Long and Anthony C. Mazza have established the Ranchette Bakery in **Grand Junction, Colo.**

●

Fred O. Walker has established two bakeries in northern Colorado—both operated under the name of Dixie Cream Donut Shop. One is in **Fort Collins** and the other at **Loveland.**

●

E. C. White has dissolved his partnership in the business of the Bluebird Bakery at **Vancouver, B.C.**

●

The Park Bakery has been established at 800 William St., **Buffalo,** by Robert V. Goss.

●

The Better Bakers, Inc., were incorporated in **San Antonio** recently with $30,000 capital stock by C. C. Cochran, Mary Lou Cochran and Leslie Taylor.

●

G. and H. S. Jones have filed declaration of their partnership in the business of the Kerrisdale Bakery & Delicatessen at 2243 W. 41st Ave., **Vancouver, B.C.**

●

The Hamilton Bakery, Inc., 1107 Main St., in **Charleston, W. Va.,** was granted a charter by the secretary of state April 11. The authorized capital stock was placed at $25,000 and the business is to commence with $12,000. The incorporators are Andrew L. Greiner, Paul G. Sayre and Frank J. Glass, all of Parkersburg.

●

William Egnew has acquired ownership of the B. & J. Bakery at 1502 E. Wood St. at **Decatur, Ill.** His former partner opened a new bakery in that city. The two men had been partners in the B. & J. Bakery for about two years.

●

Wilbur's Bakery at **Centralia, Mo.,** was opened for business recently. It is owned and operated by Roy A. Wilbur, a baker of many years' experience. He started in the bakery business in Kansas City in 1903 and for many years owned and operated his own shop in that city. The bakery has been equipped with new and modern machinery and ovens and the building has been completely redecorated.

●

A new bakery is being established in the heart of **Salt Lake City,** the **Federal Bake Shops, Inc.,** at 57 South Main. This company, with national headquarters in Davenport, Iowa, and with 91 stores in 22 states, is spending $60,000 to renovate a three-story structure, with basement, and install a modern front and interior. A feature of construction will be a low-level display window with open front.

●

The V. Romeo Bakery Co. has opened in a new location at 634 West Prospect St., **Watertown, N.Y.**

●

Andrew Ambos, past president of the Milwaukee Retail Bakers Assn., and long active in both the local as well as the Wisconsin Bakers Association, Inc., has retired from business to move to northern Wisconsin where he plans to open a resort. Mr. Ambos, with his wife, Irma, operated retail shops in Milwaukee for 28 years, the past 23 of which were at 55th and W. Center St. Mrs. Ambos has been active in the Baker Ladies Assn., having served several terms as secretary, president and other offices. The shop has been purchased by Thomas Barger, associated with various shops in this city for several years.

●

Mr. and Mrs. Clifford Benson, identified in the retail bakery business for 35 years, have purchased the **Brodhead (Wis.) Bakery** from H. J. Haagensen who operated the local shop for eight years. The Bensons came to Brodhead from Mt. Carroll, Ill.

●

The new Phyllis' Bakery has been opened at 531 Third St., **Niagara Falls, N.Y.** The company's main bakery is at 1924 Fine Ave.

●

The Roger Street Bakery, **Milwaukee,** operated by Harry and Florence Springer, has been sold to Frances W. Houlihan. Mr. Springer will take an extensive cake decorating course

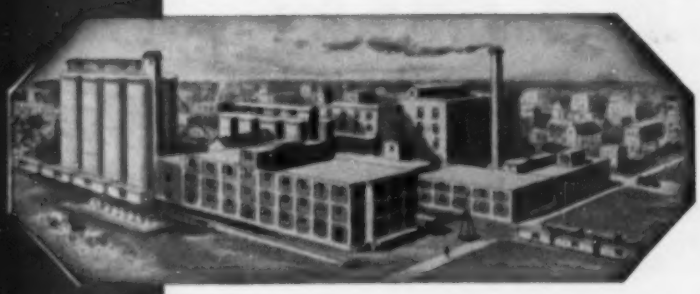
Winning

COMBINATION

Rex

Charm

We are thinking of the baker when we mill REX and CHARM. Besides the baker's craftsmanship in producing bread, we place our own experience and skill in milling top-notch flour. Combined, the two result in a tasty, nutritious loaf—America's major food. No expense is spared in milling REX and CHARM to produce them from the finest wheats with superior baking characteristics. That's why these flours do such an outstanding job in the bakery.



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KING'S BEST
GOLD MINE
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...Made in Minnesota

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"CREMO"

Just the Cream of Hard Wheat

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CROOKSTON MILLING COMPANY
CROOKSTON, MINN.

"ROCK RIVER" RYE "OLD TIMES" BUCKWHEAT

"BLODGETT'S"
RYE

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

in Chicago before completing plans to reenter business.

•

The Superior Baking Co., 2868 N. Third St., **Milwaukee,** has been sold to Milan Doychinov by Rose Pirolo, who has operated the shop since the death of her husband nine years ago.

•

The Home Bakery, **Meade, Kansas,** has been purchased by Mr. and Mrs. Louis Finke of Copeland, Kansas. Mr. Finke, an experienced baker, was formerly employed by the Meade bakery.

•

Frank Malit, Malit Bakery, **Allentown, Pa.,** has sold his bakery to Joseph W. Rabold, who purchased the bakery for his son, William Rabold.

•

Robson's Bakery, Walnut Street, **Pittsburgh, Pa.,** was sold to James Kennedy, who operates Kennedy's Bakery, East Liberty, Pittsburgh, Pa.

•

G. Mantsch, purchased the Blue Bonnet Bakery, **Brookline, Pittsburgh, Pa.,** from G. Fauth, manager of house-to-house service for Bold's Bakery, Pittsburgh, Pa.

•

W. B. Kraft and E. R. Edwards have filed declaration of their partnership in the business of the Host Bakeries at 4870 Joyce Road, **Vancouver, B.C.**

•

The Parke Bakery at **Georgetown, Ill.,** has been reopened under the management of Mrs. Pearle Parke, Mrs. Ferne Parke Gardner and Sam Parke. The interior has been redecorated.

•

Under the name "Lappe's Pastry Shop" Mr. and Mrs. Harry Lappe have opened a bakery in the Rabeck Bldg., **Starke, Fla.** The shop has been equipped with the latest in baking machinery.

•

"Doc's Pastry Bar" is being opened by C. O. "Doc" Getkin of Sunbury, Pa., a former orchestra leader. This is the only pastry shop in **Venice, Fla.**

•

The Texas Secretary of State has permitted the Mel's Cookie Co. in **Texarkana** to amend its articles of incorporation so as to change its name to Meyer's Bakery of Texarkana.

•

Walter Handreck has sold his Marigold Bakery, **Bellevue, Pa.,** to Lawrence McElhaney, who formerly operated Rabold Bakery, Pittsburgh, Pa.

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STERLING

Mills and Sells

"Thoro-Bread"
(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

•

ARNOLD MILLING CO.
STERLING, KANSAS

The Choice of the Finest Hard Wheats

The only mill in this great terminal market, Universal consistently offers:
BETTER SPRING WHEAT AND DURUM FLOURS

DULUTH UNIVERSAL MILLING CO.

"Sweet Cream"
"Very Best"
Quality Flours

W. J. JENNISON CO.
MINNEAPOLIS, MINN.

Centennial FLOURING MILLS CO.
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GOLD DROP PIE and COOKIE FLOUR
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BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000 Bushels Country and Terminal Storage

NEW SPOKANE MILL . . . ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE WINGHEMET BITZVILLE PORTLAND

Planning for SBA Exposition Under Way

ATLANTA—Plans for the Southern Bakers Assn. second biennial exposition, scheduled here Sept. 17-19, are moving along rapidly, according to a recent statement by E. P. Cline, secretary of the SBA.

Space contracts have been mailed to all previous exhibitors, and they are being given a 10-day advance privilege in the selection of space for the current show. Mr. Cline advises that over 90% of previous exhibitors have advised of their intention to have a part in the second exposition. Requests for space by new exhibitors will be considered in the order they are received.

Options to cove for additional space in Taft Hall and the new trade show annex in the Atlanta Auditorium have been taken.

Conferences for retail and wholesale bakers are included in the planning. "A Program for and by Production Men" is the theme of the educational program. The complete program will be announced at an early date.

Due to the fact that many exhibitors will display equipment, services and materials of interest to other industries, the invitational lists will be expanded and exhibitors will be given the privilege of inviting friends and customers from the hotel, restaurant, candy and ice cream trade, and others who have a definite interest in the many various displays.

CHANGES IN LEVER BROS. EXECUTIVE STAFF MADE

NEW YORK—Lever Bros. Co., manufacturer of vegetable shortening and other products has announced changes in the members of the board and top executives, a move that has been anticipated since the resignation of Charles Luckman, as president, last January.

John M. Hancock, partner in the investment banking firm of Lehman Bros., becomes chairman of the board. Jervis J. Babb, executive vice president of S. C. Johnson & Son, Inc., wax makers, is the new president.

New members of the board will include Franklin J. Lunding, president of the Jewel Tea Co., who will also act as chairman of the executive committee of the Lever board. The others are William H. Burkhart, vice president of Lever Bros. Co.; J. Laurence Hayworth, directors of Lever Bros. & Unilever, Ltd.; Charles A. Massey, president of Lever Bros., Ltd., Toronto; Robert B. Smallwood, president of Thomas J. Lipton, Inc., and Louis F. Watermulder, vice president of Lever Bros. Co.

More Holdups Besiege Boston Baking Firms

BOSTON—Local bakeries experienced two holdups in this area recently as hold-up men switched from other enterprises (such as Brink's) to concentrate on the baking industry.

Apparently disbelieving poor business reports which are besetting this industry, two separate hold-ups were successful in their quest for funds, and the robberies were accomplished within an hour of each other.

The first and more successful, as measured by the amount stolen, took place in the Table Talk Pastry Co. when a self-possessed bandit wearing the uniform of an armored car company talked the girl cashier into handing him the days receipts of over $4,700 and escaped in a battered car with two confederates a few minutes before the real armored car messenger arrived.

"Where's the money?" he asked. "Where's Pete?" the cashier countered, since Pete is the regular collector.

"His truck broke down," the bandit replied. "They sent me from the office." He waited complacently as the girl made up the 43 envelopes and filled them with the collections of the company's 43 salesmen and placed the money in a money sack and then he gave her a receipt and went serenely out of the building.

A few minutes later two hold-up men entered the local Ward Baking Co. plant and took $400 from the cashier, knocked him unconscious and placed him in a vault where he was imprisoned for six hours before he was discovered. Thirty employees were working in the immediate vicinity at the time unaware of the robbery.

SHERLOCK BAKING CO. BEGINS MODERNIZATION

TOLEDO, OHIO—The Sherlock Baking Co. will expand and modernize its plant here at a cost of approximately $200,000. The program will include a 30 by 106-ft. two-story building for additional storage space and company offices, the installation of a new oven to provide additional quality and control, and the paving of a 90 by 106-ft. area for off-street parking of company trucks. Completion of the expansion and modernization is scheduled for August.

TEXTILE BAG MANUFACTURERS ASSOCIATION
611 Davis Street
Evanston, Illinois
Cloth Bags

Consumer Acceptance of Bread Containing Non-Fat Dry Milk Solids

• By E. L. Jack, University of California

THE improved nutritive value of bread containing milk in all forms has been well established wherein the biological value of the wheat proteins is greatly increased.

It has also been demonstrated that bread containing milk has better appearance, flavor and keeping quality. There has not been clearly demonstrated, however, the relationship of consumer preference to breads with different quantities of milk.

The usual recommendation is for six pounds of nonfat dry milk solids for each 100 lb. flour, i.e., 6% milk bread, because this amount of solids equals the amount that would be introduced into the bread if all the liquid were fluid milk.

Experiment Set Up

In order to gain information on preference for different quantities of nonfat dry milk solids in bread an experiment was set up whereby a group of about 320 growing boys, ages 8 to 16, was fed breads containing different quantities of nonfat dry milk solids. Facilities at a state school were made available through the cooperation of the California Youth Authority.

This was a well-equipped, self-contained unit with baking and other necessary facilities available. The regime was strict so that necessary control could be exercised at all times. Menus were prepared in advance so as to provide an adequate diet and complete records of all pertinent information were kept.

The plan of the experiment was to feed all the boys a standard bread along with their regular menu for an eight-week period, then shift to another bread containing a different quantity of nonfat dry milk solids for the next eight-week period, continuing in this fashion changing breads at each eight-week interval until the cycle was completed. The levels of nonfat dry milk solids chosen were 0%, 6%, 10%, and 14%. The first trials were fed in that order.

Then, to minimize any possible effects of season, or other influences than the quantity of nonfat dry milk solids, a repeat series of trials were made in the order, 6%, 14%, 10% and 0%.

EDITOR'S NOTE: The accompanying article is the essential text of a paper delivered by Mr. Jack before the National Western Meeting of the American Dry Milk Institute, Inc., in San Francisco recently. Mr. Jack is in the Division of Dairy Industry of the University of California at Davis, and his work on the consumer acceptance of bread containing different amounts of nonfat dry milk solids was supported in part by funds provided by the California Dairy Industry Advisory Board.

Results Tabulated

In the first trials considering the 0% nonfat dry milk solids as 100% consumption the others were as follows:

6% equals 103.4% bread consumption
10% equals 108.0% bread consumption
14% equals 114.6% bread consumption

In the second trials, considering 0% period again as 100% bread consumption the results were as follows:

6% equals 105.5% bread consumption
10% equals 107.1% bread consumption
14% equals 108.5% bread consumption

Averaging both periods in each trial where bread containing the same amounts of nonfat dry milk solids was fed the averages are as follows:

0% equals 100% bread consumption
6% equals 104.4% bread consumption
10% equals 107.1% bread consumption
14% equals 112.6% bread consumption

Thus it is apparent in both trials that the bread consumption increased as the amount of non-fat dry milk solids in the bread was increased.

Data were also obtained on the total quantity of food consumed as well as on its composition. Analyses of the results showed that the diets were liberal in caloric value, protein, and calcium and phosphorus for the needs of the boys.

It seems logical therefore, to believe that where bread forms a substantial portion of the diet, in this case consumption of nearly one half pound per boy per day, a significant preference is shown for bread containing liberal amounts of milk.

—BREAD IS THE STAFF OF LIFE—

NAMED AD MANAGER

ST. LOUIS—R. E. Krings, formerly assistant director of advertising for Anheuser-Busch, Inc., St. Louis, was recently named director of advertising on the resignation of George F. Tilton, who retired because of ill health after 16 years with the firm.

A RECOGNIZED MARK OF EXCELLENCE FOR MORE THAN 70 YEARS

FLOUR FOR PERFECT BAKING

ANOTHER GREAT FLOUR

ANY baker striving for a better loaf of bread will get powerful help from the superior quality of HUNTER FLOURS. For we have first choice of some of the finest wheats in the world at our "back door" as well as extensive storage facilities to buy and hold them efficiently for our customers.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS

ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Milled with infinite care and skill from premium wheat. Outstanding among the country's finest flours.

Eagle ROLLER MILL COMPANY

Since 1856 NEW ULM, MINNESOTA

SUNNY KANSAS

Sunny Kansas is completely co-ordinated to give smooth baking results. The co-ordination comes in the exact dovetailing of expert wheat selection, skillful milling and watchful laboratory control. The product of this co-ordination is the kind of flour that puts an end to production troubles in the bakery.

WICHITA FLOUR MILLS COMPANY
WICHITA, KANSAS
5,000 SACKS CAPACITY
Cable Address, "Sentinel"

ROBIN'S BEST FLOUR
The ROBINSON MILLING COMPANY
SALINA, KANSAS

National Glaco Announces New Pan Treating Method

CHICAGO—A new method for preparing tinplate baking pans has been developed by National Glaco Chemical Corp., it has been announced by Benson Littman, president. National Glaco is a wholly owned subsidiary of Ekco Products Co.

The new method, known as "bake-prep conditioning," prepares the baking pans so that they are ready for immediate use when received by the baker, the company says. Before the advent of this new process bakers had to "burn-in" new tinplate pans for four to six hours to darken the pans and give them an oxide baking film before they could be put into service, Mr. Littman said.

"This new process, however, puts a deep olive drab color on pans at the factory and gives them a more uniform and heavier adhesive oxide baking film than did the old burning-in method," he said. It eliminates completely the necessity for burning-in, he added.

Mr. Littman also pointed out that the new process means a more rapid heat transfer from pan to loaf. He said that the crust color of the first loaf of bread baked in a "bake-prep" conditioned pan would be equal to, and in most instances better, than the crust color of a loaf baked in a normal pan which has been in the oven many times.

Another feature of "bake-prep," according to the National Glaco president, is that it aids in the application of Glaco's new "Glazon" process. Glaco has four plants in operation at the present furnishing the Glazon process to commercial bakers. Glazon, a non-toxic plastic, provides for easy release of baked loaves and allows a baking pan to be used for multiple baking cycles, thus eliminating the daily necessity for greasing pans, it was claimed.

—BREAD IS THE STAFF OF LIFE—

SWEET GOODS PACKAGING

CHICAGO—One of the papers presented at the 25th annual meeting of the American Society of Bakery Engineers, held in Chicago a year ago, was a discussion of the packaging of sweet goods and soft rolls by Gordon Dilno, Sutherland Paper Co., Kalamazoo, Mich. The paper describes the characteristics of a package for this purpose and then goes on to explain the values of laminated packages for various types of baked products, such as described in the title. Such items as cost, functional advantage, competition, variety and sanitation are discussed in the paper. The paper has been distributed to the membership and a copy of the four-page bulletin is now available on request of the Secretary, Victor E. Marx, Room 1354 LaSalle Wacker Bldg., 121 W. Wacker Dr., Chicago 1, Ill., if a 3c stamped, addressed long envelope is enclosed.

—BREAD IS THE STAFF OF LIFE—

DON WEMPE APPOINTED TO REPRESENT LOCKWOOD

CINCINNATI—Don Wempe, Kansas City, Mo., has been appointed factory representative for the Lockwood Manufacturing Co., manufacturer of bakers supplies. He will cover Missouri, Kansas, Nebraska and neighboring states.

B. A. ECKHART MILLING CO. Chicago
MILLERS OF
WHEAT and RYE
FAMILY FLOUR BAKERY FLOUR CRACKER FLOUR

All Grades
RYE FLOUR
1000 cwts. Flour—250 cwts. Meal
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

SPRING WHEAT FLOURS
RED WING SPECIAL
BIXOTA
CREAM of WEST
PRODUCE BREADS WITH TASTE APPEAL
THE RED WING MILLING CO.
RED WING, MINNESOTA
Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

STAR SALESMEN

FULTON'S FAMOUS MULTIWALLS to your own specifications, all types — sewn open mouth, sewn valve, sewn valve with l.c. sleeve, sewn valve with tuck-in sleeve . . . Fulton makes your style multiwall.

Your selling job is half finished when your product reaches the dealer's store. It must move on to the consumer to complete the sale. That's where your bag container puts in its best sales licks for you.

Sturdy construction that protects the contents . . . attractive brand design that has eye-appeal and convincing sales punch make your package a winner on the home-stretch to sales.

When your sales are lagging at the half-way mark . . . take a good look at your package. Is it doing all that it might be made to do in pushing the old sales curve up?

Fulton will be glad to help you in perfecting a bag that will carry its full share of your sales load . . . call us. There's a Fulton branch near you.

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- ST. LOUIS
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Designers and Engineers for Mills, Elevators and Feed Mills
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CONTINENTAL GRAIN CO. MILLING WHEAT FROM EVERY PRODUCING SECTION OF THE UNITED STATES
TERMINAL ELEVATORS: Chicago, Columbus, St. Louis, Portland, Kansas City, Galveston, Omaha, Enid, Toledo, Buffalo
OFFICES: New York, Nashville, Peoria, Chicago, Kansas City, Galveston, St. Louis, Minneapolis, Portland, Davenport, San Francisco, Omaha, Buffalo, Vancouver, B. C., Columbus, Winnipeg

JONES-HETTELSATER CONSTRUCTION CO.
Designers and Builders for Milling Companies
1211 Baltimore Ave. KANSAS CITY 6, MISSOURI

Dollar Shortage

(Continued from page 31)

tion is concerned, the rise in prices has been small, the only food severely affected being bread, consequent upon the increase in the price of Canadian wheat and flour. However, traders expect that the price of imported food, both from dollar and nondollar sources, may rise still more in the future. British supplies are covered at the present time by bulk purchasing contracts, but it is conceivable that when these run out, overseas monopoly selling organizations will demand an increase. Some authorities consider that the abolition of bulk buying and the return of trade to private hands might allow some reduction of prices consequent upon the readoption of the competitive system.

If prices do rise, the increased cost will have to fall on the consumer because the government has set its face against any further increases in the high cost of subsidies payable out of taxation to keep the cost of food at a low level. This may lead to demands for higher wages in direct defiance of the government's policy for the freezing of incomes at present levels and would, in turn, lead to increased production costs of goods for sale in the world's highly competitive export markets. Consequently, increased production will be essential if the sales position is to be maintained and inflation avoided.

If overseas markets cannot be retained in the face of rising costs, then the situation which was apparent prior to devaluation will return, and the long term effect of devaluation will be negligible. Careful consideration will have to be given to future trading policy and new proposals fitted to realities and the maintenance of trans-Atlantic trade rather than to the maintenance of outmoded economic theory.

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GRAIN MERCHANTS
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Chicago Great Western Elevator
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Holland Engraving Co.
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SIMONDS-SHIELDS-THEIS GRAIN CO. GRAIN MERCHANTS
Storage Capacity 4,000,000 Bushels Kansas City, Mo.

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BOARD OF TRADE BUILDING KANSAS CITY, MISSOURI
Grain Merchants
Operating Terminals at—
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Sioux City, Iowa
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Country Elevators in
Six States

STRATTON-THEIS GRAIN CO.
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HARRY M. STRATTON, Vice Pres.
WILLIAM C. ENKE, JR., Vice Pres.
FRANCIS J. FITZPATRICK, Vice Pres.
F. L. ROSENBURY, Secretary
Operating Union Terminal Elevator
St. Joseph, Mo.
2,000,000 Bus. Storage Capacity
Specializing in MILLING WHEAT and All Grains with definite rate and other advantages supplied by St. Joseph Location.
Main Office
STRATTON-THEIS GRAIN CO.
CHRISTOPHER HARRIS, Treas. & Mgr.
Corby Building St. Joseph, Mo.

A PROGRESSIVE ORGANIZATION ready to serve your every need in grain—wheat, corn and other coarse grains. We operate elevator facilities serving all of the vast area from Nebraska and Iowa south to the Gulf. We are closely in touch with markets everywhere at all times. And we conduct our business on the principle that *extra* effort and *extra* service are priceless ingredients of every transaction.

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OPERATING
WABASH ELEVATOR
Capacity 4,000,000 Bus.

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MILLING WHEAT • CORN • OATS • FEED GRAINS

Operating **SANTA FE ELEVATOR "A"**
Capacity 10,200,000 Bus.

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OUR
TEN MILLION BUSHEL
ELEVATOR
Permits Accurate
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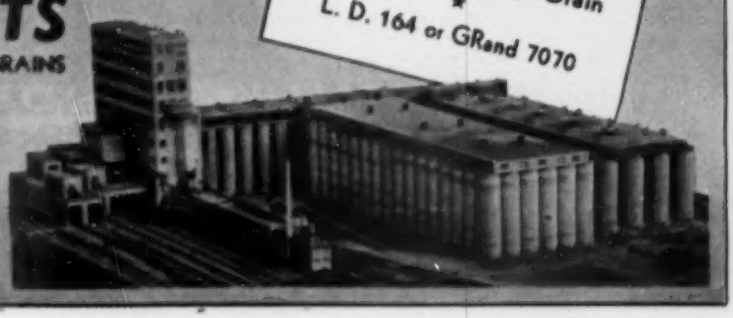


Housewife Wins $10,000 Prize in Raisin Contest

FRESNO, CAL. — A 30-year-old housewife from Boyne City, Mich., has been awarded first prize of $10,000 cash in the California Raisin Advisory Board's recently concluded $21,825 "Raisin Reason" contest.

Mrs. Fred Palliaer, wife of a brick mason and mother of two children, won first prize in competition with contestants from throughout the U.S., Canada, Alaska and Hawaii. Over 130,000 entries were submitted. Contestants were invited to write in 25 words or less why they liked raisin bread.

Mrs. Palliaer has been wanting a new pop-up toaster, and noticed that 250 such toasters were being offered as prizes in the "Raisin Reason" contest so she decided to enter. "The kids liked raisin bread so well," Mrs. Palliaer said, "that I had to buy it, and just naturally entered the contest. I sure wanted a new toaster, but I guess I can buy one now."

Arnold Mathews, manager of the Boyne City A & P Store, won $100 because it was at his store that Mrs. Palliaer purchased her raisin bread and obtained her contest entry blanks.

William E. Doty, bakery service manager for the Raisin Advisory Board, presented both Mrs. Palliaer and Mr. Mathews with their checks.

—BREAD IN THE STAFF OF LIFE—

CONNECTICUT SCHOOL SETS UP NEW BAKING COURSE

BRIDGEPORT, CONN.—A course in commercial bakery training will be established in new building of the Bullard-Havens Technical School of this city, to be erected this year. This is the result of the efforts of the Connecticut Bakers Assn., Inc., which three years ago was instrumental in having a similar course established in the E. C. Goodwin Technical School in New Britain. This school graduates its first three-year students in June and is now filled to capacity with a waiting list for the course.

With two vocational high schools, strategically situated, offering these facilities and the Restaurant Institute of Connecticut at New Haven, offering advanced commercial baking instruction, the state has adequate educational sources to assure replacement of handcraft bakers who reach the retirement age, it is pointed out.

—BREAD IN THE STAFF OF LIFE—

DAIRY GROUP TO MEET

CHICAGO—Keyed to expanding membership in the western states, the summer session of the American Dairy Assn. executive committee will be held July 24-25 at the Baxter Hotel in Bozeman, Mont., C. R. Schoby, ADA president, has announced.

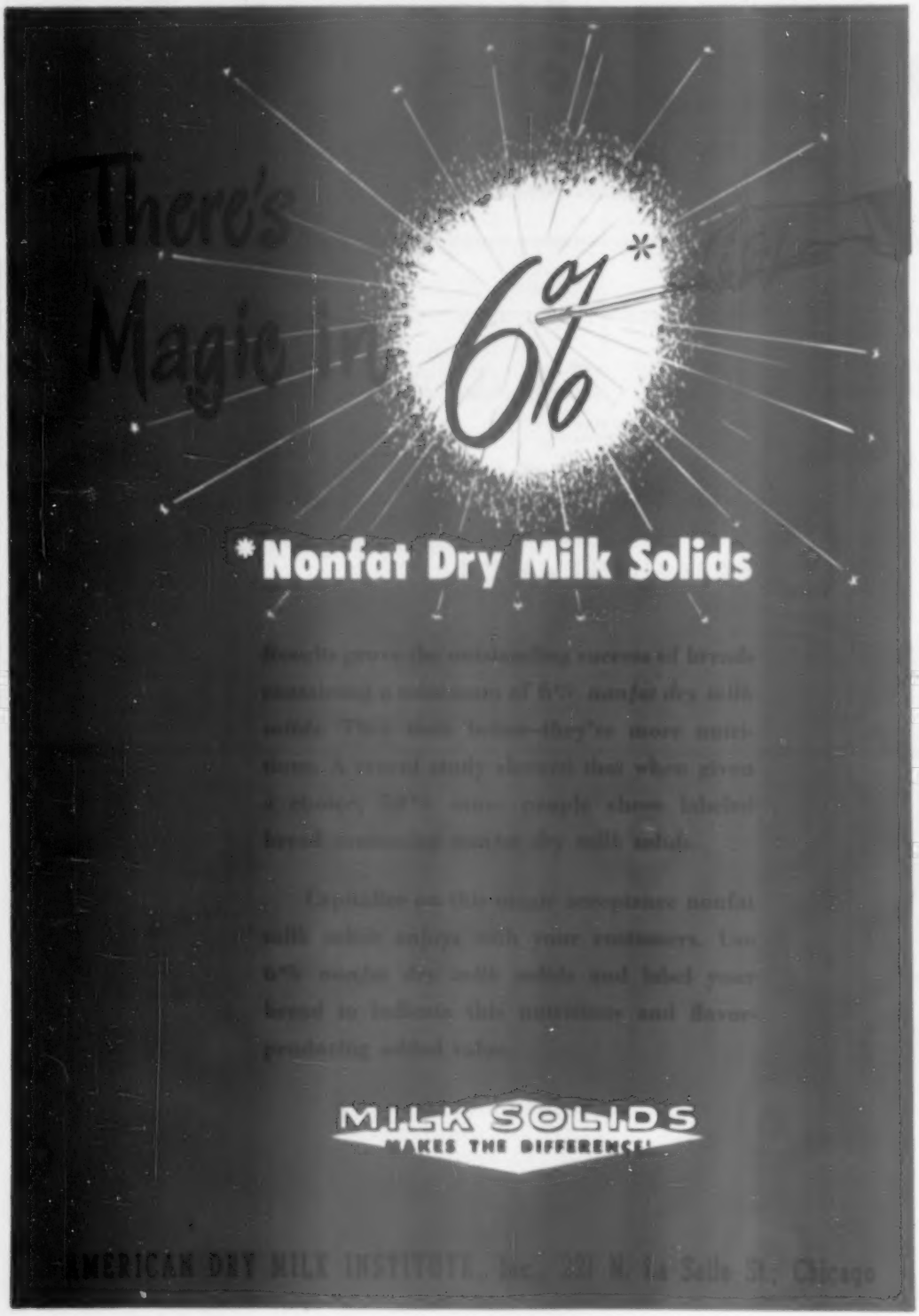
—BREAD IN THE STAFF OF LIFE—

25 END BAKING COURSE AT RESTAURANT INSTITUTE

NEW HAVEN, CONN.—Of the 70 students of the Restaurant Institute here who received their diplomas in May, 1950, 25 completed the commercial baking course.

According to Mrs. Frances L. Roth, executive director of the Restaurant Institute, offerings of jobs by the trade exceeded by far the number of graduates. A new course in commercial baking, which includes practical training in the preparation of bread, cakes and pies, as well as sanitation, cost control, use of equipment, store management, etc., started at the Restaurant Institute May 15.

Principal speakers at the Restaurant Institute's commencement exercises were Andrew J. Crotty, Jr., president of the National Restaurant Assn., and Russell Duvernoy, past president of the Bakers Club of New York.



"SUNSHINE CAKE" — Bing Crosby attempts to make a sunshine cake according to a formula in the Fleischmann formula booklet, copies of which are available to the bakers through the Fleischmann division of Standard Brands, Inc. Bing's singing of the song "Sunshine Cake" is one of the hits of the Paramount picture "Riding High," which is now being shown in leading theaters throughout the country.

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PACKAGING MACHINERY GROUP PLANS MEETING

NEW YORK—Packaging Machinery Manufacturers Institute will hold its 18th annual meeting at the Homestead, Hot Springs, Va., Sept. 23-26.

Edwin H. Schmitz, general sales manager, Standard-Knapp, Portland, Conn., is chairman of the program committee, according to announcement made by Wallace E. Coughlin, vice president, Pneumatic Scale Corp., who is president of the institute.

—BREAD IS THE STAFF OF LIFE—

COURSES ON NUTRITION EDUCATION CHARTED

MINNEAPOLIS—Some 178 workshops, special training courses, in nutrition and health are offered this summer to teachers and health workers. These workshops give emphasis to good nutrition as one of the effective ways of improving the nation's health habits. The workshops are listed in a directory of summer workshops in health and nutrition appearing in a special edition of News Exchange of Nutrition and Health Education. The directory is based on an early spring survey of state departments of education and health, and teacher-education institutions. It is published by General Mills, Inc., as a public service for educators.

Specialists in the fields of medicine, health and education serve on the faculties, lead the formal meetings and informal group sessions which are a vital part of these workshops.

This summer the company is offering special assistance to eight workshops in various parts of the country, the company points out. Since 1945 General Mills has assisted or participated in 39 workshops in 20 states.

—BREAD IS THE STAFF OF LIFE—

U.S. Flour Production and Consumption

Note: Export statistics for 1947, 1948, 1949 and 1950, include flour exported under the Department of Army Civilian Supply Program and, as in the previous years, flour made entirely of U.S. wheat, and other wheat flour (including flour milled in bond), in 100-lb. sacks, 000's omitted. Sources: Reported flour production for 1947 and 1948 and the partially estimated flour production for 1944, 1945, 1946, 1949 and 1950, U.S. Bureau of the Census; estimated domestic disappearance, The Northwestern Miller; exports, Foreign Trade Division of the Bureau of the Census, U.S. Department of Commerce.

1950—	Production	Exports	Est. dom. disappearance
March	20,043	1,922	18,121
January	19,165	1,692	17,473
February	17,705	1,442	16,263
1949—			
January	23,620	6,847	17,773
February	18,969	4,717	15,253
March	20,191	2,573	17,618
April	17,187	2,676	14,511
May	17,333	2,609	14,724
June	20,116	2,727	17,389
July	16,984	3,007	13,989
August	18,967	1,346	16,611
September	20,157	1,465	18,692
October	20,895	1,672	19,223
November	19,221	1,539	17,682
December	18,679	1,905	16,774
Totals	235,718	31,383	204,335
1948—			
January	24,398	3,949	13,455
February	21,186	5,035	16,151
March	21,976	4,999	16,971
April	21,284	6,100	15,184
May	22,889	5,008	17,874
June	23,038	7,941	15,097
July	24,693	6,792	17,851
August	25,171	7,519	17,652
September	23,618	6,317	17,302
October	24,360	4,713	19,647
November	23,099	5,038	18,061
December	22,895	4,097	18,798
Totals	279,133	75,039	204,094
1947	300,499	95,633	208,885
1946	*278,800	48,843	229,239
1945	*274,600	24,862	249,838
1944	*255,200	16,990	238,199

*Partially estimated.

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CONVENTION CALENDAR

June 10-13—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 11-13—Indiana Grain & Feed Dealers Assn., Inc., French Lick Springs Hotel, French Lick, Ind.; sec., Fred K. Sale, 600 Board of Trade Bldg., Indianapolis 4.

June 13-14—Associated Retail Bakers of America, Hotel Wilton, Long Beach, Calif.; exec. sec., Walter M. Jennings, 733 W. Sheridan Rd., Chicago 13.

June 16—Pacific Northwest Grain Dealers Assn., Multnomah Hotel, Portland, Ore.; sec., Pete Stallcup, 647 Peyton Bldg., Spokane 8, Wash.

June 16—Kansas Wheat Improvement Assn. Field Day; Paul Uhlmann Farm, near Kansas City.

June 24-25—Montana Master Bakers Assn.; Rainbow Hotel, Great Falls, Mont.; sec., O. P. Preble, Ideal Bakery, 129 S. Main St., Livingston.

June 25-28—Potomac States Bakers Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore.

June 30-July 1—Grocery Manufacturers of America, Inc.; The Greenbrier, West Sulphur Springs, W. Va.; sec., Talbot O. Freeman, 205 E. 42nd St., New York 17.

Aug. 13-15—West Virginia Bakers Assn.; White Sulphur Springs, West Va.; sec., P. G. Sayre, 123 13th St., Parkersburg.

Aug. 28-30 — American Soybean Assn.; Hotel Leland, Springfield, Ill.; sec.-treas., George M. Strayer, Hudson, Iowa.

Sept. 15-16—Virginia Bakers Council; Natural Bridge Hotel, Natural Bridge, Va.; exec.-sec., Harold K. Wilder, 812 Life Insurance Co. of Virginia Bldg., Richmond, Va.

Sept. 17-19—Southern Bakery Assn., retail and wholesale exposition; Atlanta Municipal Auditorium, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

Sept. 24-26—Grain and Feed Dealers National Assn. and Missouri Grain, Feed & Millers Assn., joint convention, Kansas City (Mo.) Municipal Auditorium; headquarters, Grain & Feed Dealers National Assn., Hotel Muehlebach; sec., Don F. Clark, 100 Merchants Exchange Bldg., St. Louis 2; headquarters, Missouri Grain, Feed & Millers Assn., Hotel President; sec., D. A. Meinershagen, Higginsville, Mo.

Oct. 1-3—Kentucky Master Bakers Assn., Inc.; Seelbach Hotel, Louisville, Ky.; sec., M. J. Fickenscher, 919 Monmouth St., Newport, Ky.

Oct. 6-7—Pennsylvania Millers & Feed Dealers Assn., convention, and Nutrition conference in cooperation with Pennsylvania State College; Hotel Brunswick, Lancaster, Pa.; sec., Jess P. Humpton, 28 E. Orange St., Lancaster.

Oct. 15-18 — American Bakers Assn.; Hotel Sherman, Chicago; sec., Tom Smith, 20 N. Wacker Dr., Chicago 6.

Oct. 29-Nov. 2—National Bakers Supply House Assn.; Broadmoor Hotel, Colorado Springs, Colo.; headquarters, 64 East Lake St., Chicago 1.

Nov. 20-21—Western Grain & Feed Assn.; Hotel Fort Des Moines, Des Moines, Iowa; sec., Mark G. Thornburg, 437 Des Moines Bldg., Des Moines 9.

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Allied Trades' Memorial Fund Over Half-way Mark

NEW YORK—Widespread and enthusiastic response to the appeal of the Allied Trades of the Baking Industry for the 30th anniversary memorial fund has already resulted in contributions that have passed the half-way mark, according to a recent ATBI announcement.

J. U. Lemmon, Jr., Doughnut Corporation of America, New York, general chairman of the fund, has reported that all four sections of the country are heading towards their full quotas, with the mid-western region holding a definite edge under the leadership of J. P. Garrow, Chapman & Smith Co., Chicago; Ralph S. Herman, General Mills, Inc., Minneapolis, and William Stoneman, Jr., the Paniplus Co., Kansas City, serving as regional co-chairmen.

Other regional co-chairmen who report that they and their fellow allied tradesmen are all set for a driving finish, include the following:

East—J. Miles Decker, James M. Decker Co., Inc., Baltimore; Joseph L. Carroll, Pillsbury Mills, Inc., Philadelphia, and Seth Wood, the E. M. Noel Co., Boston.

South—Lester Dowe, Lester Dowe Bakery Machinery Co., Atlanta, and H. J. Slocum, Standard Brands, Inc., Birmingham.

Pacific Coast—Walter J. Malberg, Standard Brands, Inc., San Francisco, and Leon Gazarian, Rosenberg Bros. & Co., San Francisco.

As previously announced, the purpose of the ATBI's Fund is to establish a memorial in the names of the founders of the Allied Trades of the Baking Industry through the presentation of the board of directors room and president's office in the new American Institute of Baking building in Chicago.

All allied tradesmen who have not yet had an opportunity to contribute have been urged to do so whether or not they are members of the national association. A complete list of names of contributors will be released as soon as the fund's goal of $3,500 has been reached. Contributions are to be mailed to Claude A. Bascombe, treasurer, Allied Trades of the Baking Industry, 595 Madison Ave., New York 22. Checks should be payable to "The 30th Anniversary Memorial Fund."

—BREAD IN THE STAFF OF LIFE—

MINNESOTA BAKERS HOLD 32ND ANNUAL CONVENTION

ST. PAUL—Production and merchandising problems of the retail baker and tie-ins with the Bakers of America Program were featured on the program of the 32nd annual meeting of the Associated Bakers of Minnesota at the St. Paul Hotel here May 22-23. Total registration reached 615.

Sanitation, Brown 'n Serve products and group insurance plans were also discussed.

Officers of the association are not elected at the annual meeting. Ove A. Mathisrud, Mathisrud Bake Shop, Minneapolis, was elected a director from District 1; Fred Carlson, Paramount Baking Co., St. Paul, reelected to District 2, and T. J. Mahlke, Mahlke Baking Co., Winona, president of the state association, reelected to District 3. Joseph M. Tombers, Purity Bakeries Corp., St. Paul, was renamed the director-at-large. Directors in the other districts were held over.

The association's membership approved a resolution recommending the compulsory enrichment of bread and flour in Minnesota "in the interests of nutrition for the benefit of the consuming public."

—BREAD IN THE STAFF OF LIFE—

BUILDING PLANS FILED

NEW YORK — Lever Bros. has filed plans with the New York Department of Housing and Building for the 22-story office building it will erect on Park Avenue between 53rd and 54th Streets. The new building will cost $4,500,000 and will include a cafeteria and a shop in the lobby. One-story taxpayers and the Normandie Theater have yet to be removed from the block before construction can begin.

—BREAD IN THE STAFF OF LIFE—

OFFICERS NOMINATED BY PRODUCTION CLUB

NEW YORK—Walter Jacobi, Ebinger Baking Co., Brooklyn, N.Y., was nominated for president of the Metropolitan Bakery Production Club, Inc., at the regular monthly meeting of the group held here May 8. Don F. Cupell, Wagner Baking Corp., Newark, N.J., president of the American Society of Bakery Engineers, is current president of the club.

Other officers nominated are: Edward F. Holterhoff, Mi-Oun Cake Co., Paterson, N.J., first vice president; Everett J. Ramsey, American Food Laboratories, Inc., Brooklyn, N.Y., second vice president and program chairman; William H. Welker, Swift & Co., Newark, N.J., secretary, and Henry F. Voll, Bakers Weekly, New York, treasurer. Edward Kowalcyk, Arnold Baking Co., Port Chester, N.Y., was suggested as the new member of the board of directors.

Laminated Packages Protect Against Off Odors and Flavors

TASTE TESTS ON BUNS BY PANEL OF EXPERTS AT LEADING BAKERY RESEARCH ORGANIZATION SHOW THAT LAMINATED PACKAGES PROVIDE EXCELLENT PROTECTION AGAINST OFF ODORS AND FLAVORS.

An average commercial type of bun was manufactured and packaged in samples of laminated bun trays supplied by five different manufacturers. A standardized panel, consisting of six staff members of the bakery research organization, was used for the taste testing. The samples were tested after being stored for 24 and 48 hours.

Manufacturers Supplying Laminated Package Samples		*24 Hour Off Odor & Flavor*	*48 Hour Off Odor & Flavor*
Manufacturer	No. 1	No	No
Manufacturer	No. 2	No	No
Manufacturer	No. 3	No	No
Manufacturer	No. 4	No	No
Manufacturer	No. 5	No	Slight
Control Sample	No. 6	No	No

The Scientific Director of the laboratory that made these tests stated: "Buns were used for the test because they are bland in flavor, rather high in fat, and therefore absorb off flavors readily. These off flavors are easily detected, because there is no natural strong flavor in the bun to cover them up."

Laminated BAKERY PACKAGE RESEARCH COUNCIL

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You can depend on LA GRANGE FLOURS

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FLOUR RESEARCH REPORTS REPUBLISHED IN PAMPHLET

MANHATTAN, KANSAS—A series of nine related articles, all dealing with flour granulation studies, has been republished in pamphlet form by the Kansas Agricultural Experiment Station. The articles, which originally appeared in The Northwestern Miller, Milling Production, Cereal Chemistry and the Bulletin of the Association of Operative Millers, report on research in flour granulation which was sponsored by the Millers National Federation and conducted by the department of milling industry.

In the researches, a Roller Particle Size Analyzer was used to obtain fractions of varying particle size from the same master sample of a straight grade flour.

One of the many significant facts brought out in the research was that the baking quality of the flour fractions was not correlated with the ash content of the sample. "In fact," the report states, "if the ash content only were considered, in relation to baking quality, it might be concluded that more desirable bread was produced from flour containing the greatest amount of ash. As would be expected, the loaf volumes were shown to be dependent upon the content of protein in the flour."

Copies of the 86-page, 6-inch by 9-inch pamphlet may be obtained from the Director of the Kansas Agricultural Experiment Station, Manhattan.

—BREAD IS THE STAFF OF LIFE—

EXPORT SALES NEAR 4 MILLION BUSHELS

WINNIPEG — Export business worked in both Canadian wheat and flour last week totaled almost 4 million bushels. Flour sales were equivalent to almost 700,000 bu. with about 170,000 of the latter listed as Class 2 sales, while the remainder was worked to International Wheat Agreement countries.

Wheat sales alone were headed by 1,777,000 bu. worked to the U.K., 739,000 bu. to South Africa and 163,000 bu. to Belgium. A small parcel worked to Ecuador made up the balance of Canadian wheat worked to IWA countries.

Class 2 sales included 553,000 bu. worked to Japan and 169,000 to Colombia. A few small parcels aggregating 15,000 bu. went to other countries.

—BREAD IS THE STAFF OF LIFE—

FIRM TO OFFER STOCK

SHERMAN, TEXAS—Mrs. Tuckers Foods, Inc., Sherman, Texas, recently filed a registration statement with the Securities & Exchange Commission covering 150,000 shares of common stock to be offered to the public. Stock in the 35-year-old corporation has been largely held by the family and the stock to be offered is for the account of several stockholders. The company is a large manufacturer of shortening products.

The Standard Others Strive to Reach

WHITE SWAN FLOUR

SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

WOLF'S PREMIUM FLOUR

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

FOR EFFICIENT BAKERY FUMIGATION... USE

PESTMASTER

Methyl Bromide

FOR COMPLETE DETAILS WRITE

MICHIGAN CHEMICAL CORPORATION
SAINT LOUIS, MICHIGAN

Soft Winter Wheat Flours

Family - Commercial
Export

Long Distance Telephone 32
Cable address — "Jasco"

J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

New Mill Completed 1936

"SLOGAN"

A Modernized Flour for the Baker

CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.

Chickasha Milling Co.

Capacity 800 bbls CHICKASHA OKLA. Cable Address "Washita"

Manufacturers of High-Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U. S. A.

Specialists Ohio Winter Wheat Flour

All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

What Enrichment means to the U.S.A.

Enriched Bread Means Enriched Living

For the BAKER and for the FAMILIES who are his CUSTOMERS

"MORE buoyant health, decreased illness, increased mental and physical vigor, is the contribution of the enrichment program to the American people."*

This was conclusively demonstrated by the authoritative New York State Nutrition Survey of 1947. In New York, the prevalence of deficiencies of thiamine, riboflavin, and niacin was only a fraction of that found in Newfoundland by the famed Newfoundland Nutrition Survey of 1944, *before* enrichment was put into effect in that country.

Here is clear-cut reaffirmation of the far-reaching value of enrichment to the national health. Here also is a challenge to every baker. The bakers of America have the enviable opportunity and great responsibility of bringing more buoyant health and increased physical and mental vigor to the American people—through Enrichment.

*Norman Jolliffe, M.D., Director, Bureau of Nutrition, Department of Health, City of New York: In an address before the American Bakers Association, Atlantic City, October 17, 1949.

Merck Enrichment Wafers

Member

WITH Merck Enrichment Wafers you can depend on STABILITY (no crumbling or dusting)—SPEEDY DISINTEGRATION (to fit your production schedule)—and UNIFORM ENRICHMENT (fine-particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway, N. J.; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.

MERCK & CO., INC., Manufacturing Chemists
RAHWAY, N. J.

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.
Elkton, Va. • Chicago, Ill. • Los Angeles, Calif.
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MERCK

Merck Enrichment Wafers

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO—A review on trade conditions in Latin America recently published by the Canadian Foreign Trade Service said that this area continues to be a favorable market for a wide variety of Canadian products, although a number of countries have introduced more or less severe import and exchange controls.

Shipments of Canadian wheat and wheat products to Latin America in 1949 were almost 400% greater than in the previous year. Canadian exports to the area during the first two months of 1950 were valued at $13,510,000 as compared with $16,500,000 for the same period in 1949.

Venezuela continues to be Canada's strongest market in Latin America. The Colombian market has recently improved and recent reports from Canadian exporters indicate that satisfactory business is being done in essential products. Wheat is a strong feature; 15,000 tons being sold for April-May delivery.

Despite the U.S. preferential tariff, Cuba still provides a good market and prospects for the coming year are favorable.

The general situation in the other countries varies depending on import and exchange controls which, in some instances, make it difficult to do business.

CANADA'S TRADE FUTURE EXAMINED

In a recent address at Montreal John Marsh, general manager of the Canadian Exporters Assn., said that like Canada's past her trade future is more dependent on external than internal influence, with peace or war being the determining factors in what that future will be. There is unmistakable evidence that the U.K. and western European countries are making substantial recovery in production and commerce but whether the pace is rapid enough to offset the cessation of Marshall Plan dollars in 1952 is the big question.

Mr. Marsh said that it is his conviction that Canada needs old country markets for her products fully as much as they need ours. It is inconceivable, Mr. Marsh declared, that the British Commonwealth of Nations and Empire can continue tradewise as they now are with Canada substantially shut out of the sterling bloc and unable to trade with the rest of the family.

The bright spot in Canada's trade for the last two years has been the U.S. and, to a lesser extent, the Pan-American market.

While the association has maintained its allegiance to multi-lateral trade as the ideal vehicle for Canadian and world trade, it does not discount the advantages of barter trading as a temporary expedient with countries whose exchange of currency is impossible under present restrictions. In order to assist its members in this phase of export trade a permanent committee has been set up which meets at periodic intervals in Toronto and Montreal and is designed to guide members in the method, procedure and wisdom of such barter deals as they may undertake.

CANADIAN FREIGHT RATES INCREASED

A new increase in Canadian freight rates, smallest in the postwar series, was awarded the railways May 25. Spokesmen said it would be appealed to the federal cabinet by seven provincial governments.

The newly authorized increase would yield the railways about $13 million a year and would amount to 3.4% over existing rates on traffic to which it applies. Major exemptions include the bulk of the grain traffic between the head of the lakes and the Pacific Coast, feed grains traffic generally, coal and coke, and export and import rates to and from Canadian ports which are on a parity with corresponding U.S. rates.

Ending of Anglo-Canadian Wheat Agreement Meets Mixed Reaction

TORONTO — The announcement that the Anglo-Canadian wheat agreement will end and that both countries will operate under terms of the International Wheat Agreement has met with mixed reaction in western Canada.

In telling the House of Commons that there will be no agreement after the present past expires July 31, C. D. Howe, Canadian Minister of Trade, said, "I think it reasonable to assume that in 1950-51, the U.K. will purchase from Canada 100 to 120 million bushels of wheat."

However, it was pointed out, this was Mr. Howe's statement and no such figure was contained in the joint statement released in Ottawa and London. That statement said, in part: "The Canadian government, for its part, is satisfied that Canadian wheat growers will continue to find in the U.K. a market for a very substantial part of their exportable wheat."

F. C. Bell, agriculture minister of Manitoba, expressed the belief that a return to multi-lateral trade will be all to the good and added that he was more concerned with the measure of stability which any marketing policy might bring to the wheat growing industry. He considered this more important than the mechanics of selling wheat, particularly if it was likely to assure a degree of security for farmers in western Canada.

Called Serious Blow

Saskatchewan's agriculture minister, I. C. Nollet, said, "It is unfortunate that the wheat marketing situation appears so uncertain at the present time. It will cause great concern, not only among farmers, but among all who are dependent upon the agricultural economy." He considered the end of the Canada-U.K. wheat agreement as a serious blow to Saskatchewan's economy. The move will likely mean a lower wheat price and result in reduced municipal and provincial revenues, he said.

Dr. Hedley Van Vliet, professor of farm management at the University of Saskatchewan, expressed the belief that the end of the bilateral agreement between Canada and the U.K. will probably meet some opposition from Canadian farmers. There will be disappointment that officials did not salvage some small commitments from the U.K. for the purchase of Canadian wheat, Dr. Van Vliet said.

Most of the comment on the termination of the Anglo-Canadian agreement came from Saskatchewan, and pool officials there said that the end of the agreement came as no surprise but that it left unanswered the question of an adjustment in the face of present prices.

J. L. Phelps, president of the Saskatchewan Farmers' Union said, "We believe the old agreement, with necessary price adjustments, would have given producers more security than we are apparently going to have under the new agreement." He predicted that farmers will seek immediate removal of tariffs on British goods exchanged for agricultural products, or ask compensation on the home market.

Carl J. Stimpfle, head of the Farmers' Union of Alberta, indicated in Edmonton that a joint delegation of Saskatchewan and Alberta farmers will seek an interview with C. D. Howe to seek compensation for the lower floor price set on 1950 wheat.

There was no official comment from the Winnipeg Grain Exchange or the farm organizations, such as the prairie wheat pools and the United Grain Growers.

In Ottawa, the termination of the bi-lateral agreement between Canada and Britain July 31 this year, created a kick-back in the House of Commons. Two western Canada opposition members estimated that Canadian farmers have lost $600 million as a result of the Canada-U.K. four-year agreement, or $1 bu. They demanded that the federal treasury bear some of the wheat losses to western growers over the past four years, as a result of the spread that existed between the Canadian price and that obtained for U.S. and other wheats.

London Reaction

In London, meanwhile, the official statements made by the British and Canadian governments confirmed the belief held by London marketmen that there would be no long term wheat agreement to follow the four-year pact.

However, it has been agreed that the traditional trade in wheat and flour between the two countries must be maintained. In the new crop year beginning Aug. 1, Britain is expected to take only a little less wheat and flour than in the last year of the four-year pact when the total was 140 million bushels. Figures indicate that the British requirement will be 100-120 million bushels in the year 1950-51. Included in this figure will be 300,000 tons of flour, a reduction from the total of 350,000 tons, scheduled for delivery in the year August, 1949-July, 1950.

The statement explained that the requirement for dollar wheat would be met from Canada under terms of the International Wheat Agreement provided that such wheat could be purchased on terms as to price, quality and position not less favorable than those obtained by any other buyers in the dollar market either in the U.S. or Canada. The flour is to be bought at competitive North American prices.

The wheat agreement allows for the free negotiation between upper and lower price limits, and observers have pointed out that British officials have always shown a reluctance to accept an automatic obligation to pay the maximum.

Traders have expressed the opinion that the stipulation that Britain will buy at prices not less favorable than those being paid by other buyers of dollar wheat of equivalent quality either in the U.S. or Canada is a move in the right direction since it introduces a competitive element.

Little U.S. Pressure Seen

Some traders have been discussing the attitude of the American authorities to the deal in view of the possi-

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EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON—The news of the activity of the Millers National Federation in connection with the campaign against prohibitive tariffs on imported flour was received with pleasure in European trading circles. (The Northwestern Miller, May 16, 1950, page 11, and May 30, 1950, page 9.)

Particularly gratified were the Dutch importers, when they heard that a strong plea for the removal of the 3% duty imposed under the terms of the Benelux Customs Duty which covers the countries of Belgium, Luxembourg and Holland had been made in a brief submitted by MNF officials to the U.S. Committee on Reciprocity Information.

Recommendations of this nature will be borne in mind by the U.S. representatives when they meet officials of 17 other nations at the proposed tariff conference scheduled to take place at Torquay, England, in September.

Judging by market talk and the opinions expressed by interested parties, there is a tendency to consider the Dutch case as being in the nature of a test. It is assumed that other importers may learn the best way of opposing tariffs in their own countries if the campaign is successful. This, observers point out, is a mistaken idea. If the matter is left to await a decision on the Dutch position, it will be too late because it is at this conference that a large number of tariffs will be thrown into the melting pot. Only those against which a strong case is made out will stay there.

Western Germany is one of the countries primarily interested because the federal government has already

(Continued on page 68)

Mr. Jess B. Smith, president of the Kansas Wheat Improvement Association, announces that the

Yearly FIELD DAY MEET and BARBEQUE will take place on UHLMANN FARM, 103rd & Antioch Road, Overland Park, FRIDAY, JUNE 16, at TWO O'CLOCK.

Everyone interested is welcome.

Mr. Lee Marshall, chairman of Board of the Continental Baking Company, New York, will deliver the principal address.

New experiments to be shown are:

A research project to increase the protein content of wheat while growing, with a nitrogen preparation developed by the Dupont company.

Another research project will be a showing of growing wheat, the seed of which was treated before planting last fall with atomic energy by an expert who was present at Bikini.

Spillers, Ltd., Chairman Cites Role of Subsidies in Reducing Flour Price

LONDON—If the price of flour were based upon the current world price of wheat the selling price would be nearly doubled, declared Arthur Whittaker, chairman of Spillers, Ltd., British flour milling organization, in his annual statement to stockholders.

Mr. Whittaker was forecasting the position which would result if government subsidies on flour were withdrawn, and he stressed that in such an event more working capital would be required by the milling industry. He considered that this was a matter which must be borne in mind when determining the financial policy of the company.

Dealing with trading matters, Mr. Whittaker stated that the profit from the flour milling side of the business, the main activity, remained virtually frozen at the prewar level under the provisions of the control regulations despite the marked inflation and increased output which had taken place since 1939. There could be no doubt, he declared, that the return from flour milling was not only inadequate under current conditions but was completely out of line with that earned by any major manufacturing industry producing at the same level.

It was fortunate, from the standpoint of the company, he added, that some of its activities were not subject to the same harsh treatment and were able to contribute to the overall results on a basis more in keeping with normal trading ventures.

Consumption Falls

Mr. Whittaker also dealt with the falling off in the consumption of flour during 1949. The report by the directors had shown that the output of flour in the year 1948-49 reached a higher level than in any other year in the history of the group. Output for the year 1949-50, however, showed a small decrease as compared with the previous year. Although a number of factors might be responsible for this, Mr. Whittaker put forward the opinion that the main one was the more varied diet now available to consumers. While the per capita consumption in Britain was higher than in prewar years, the decrease now apparent was likely to be permanent. Consumption of flour still remained at a higher level than before the war, even allowing for the increase in population which had taken place. Spillers' own output was still substantially above that of prewar years.

Dealing with the feedstuffs side of the business Mr. Whittaker reported increased business but considered that the intermittent supply of certain raw materials, over which the manufacturer had no control, militated against efficient planning of large scale production.

Reconstruction Gains

Commenting upon the loss of a proportion of the manufacturing capacity as a result of wartime damage from enemy action, Mr. Whittaker told stockholders that it was the policy of the company to keep the capital equipment abreast of the latest developments in Britain and elsewhere and to try to secure the maximum efficiency in production methods.

He announced that the work of reconstruction was now well under way in most cases and that planning was far advanced in others. He added that as far as the construction of flour milling capacity was concerned it would not be an economic proposition judged only in the light of current conditions of high capital costs and restricted earning power. The directors, however, were satisfied that this was the right course to adopt if the company's position in the industry and its service to the public were to be maintained. They had also been influenced by recovery of part of the cost under war damage claims and the belief that ultimately it ought to be possible to obtain a return from the production of flour commensurate with the capital and risk involved and the services rendered.

Mr. Whittaker reported that considerable developments had taken place in the business of Spillers' associated company and its allied concerns in Rhodesia, Africa. The original mills at Bulawayo and Salisbury had been extended and modernized, and new mills and factories had been constructed or acquired at other principal centers in Southern and Northern Rhodesia.

Concluding, Mr. Whittaker paid a tribute to the work of the secretary, P. Lloyd Tanner whose retirement would be effective January, 1951. Mr. Tanner had served the company 47 years of which 34 had been in the office of secretary. He would be succeeded by Cyril Harvey who had been assistant secretary for 18 years.

The directors recommended a total dividend of 17½% on the ordinary stock and a similar figure on the deferred ordinary and copartnership stock. The profit earned by the group in the year's trading under review after providing for depreciation and obsolescence, was $3,932,084. Of this figure 57.29% was absorbed by taxation while 24.25% was required for the payment of dividends, the balance of 18.46% being transferred to reserves.

—BREAD IS THE STAFF OF LIFE—

WHEAT MARKETINGS IN WESTERN CANADA GAIN

TORONTO—Farmers in western Canada marketed a total of 274,832,668 bu. wheat in the period Aug. 1, 1949, to May 18, 1950, compared with 257,821,422 bu. during the same period a year earlier.

Stocks of Canadian wheat in store or in transit in North America at midnight May 18, 1950, totaled 117,531,915 bu., compared with 99,778,961 bu. at approximately the same date last year.

European Roundup

(Continued from page 44)

initiated discussions for the proposed imposition of a tariff which will undoubtedly have the effect of prohibiting the importation of flour. Fortunately, the importers there are alive to the dangers confronting them, and they are expected to see that their own authorities, as well as the allied officials, will be left in no doubt whatsoever of their feelings in the matter and their considered opinion that to exclude imported flour will be detrimental to the interests of the country in general.

ITALO-HUNGARIAN AGREEMENT

A protocol to the Italo-Hungarian trade agreement of December, 1948, has detailed the commodities which are to be exchanged between the two countries during the current year. Included in the list is wheat, the amount being 20,000 metric tons, which will be imported by Italy. Despite the good prospects for the 1950 Italian harvest, observers consider that she will still remain an importer of wheat from North America.

AUSTRALIAN BREAD COMPLIMENTED

Charles Maclachlan, former president of the Scottish Association of Master Bakers, who recently returned from a visit to Australia, stated that he had not seen any bad bread during the whole of his 5½ months' stay. He observed, however, that the Australians could not expect to have the very best bread in the world from Australian flour. The bakers could make better bread than they do already if they were provided with a percentage of strong Manitoba flour. Despite this deficiency he thought that the bread was remarkably good.

FLOUR AS BARTER GOODS

Flour in China is a valuable commodity. The commander of a Chinese Nationalist warship ran short of flour for his crew, and after capturing the British merchant ship Ethel Moller, 564 tons, he decided to make a deal with the Chinese Nationalist army commander on Tungshan Island. The price fixed was 100 sacks of flour in exchange for the ship. At this rate the Queen Elizabeth and Queen Mary, Britain's super ships would be worth about 16,000 bags each!

CONTROLS SEEN ON WAY OUT

Reports of the abolition of controls by any country in the world usually awaken feelings of nostalgia for the good old days in the hearts and minds of European traders. The latest country to hint at freedom for the grain trade is Pakistan, where the minister of food recently announced that the control of all food grains may come to an end in the near future. The official added that it was expected that the wheat surplus this year would be in the region of 300,000 tons, about the same as that of 1949 and that if the price of wheat dropped below a certain figure, the government would buy the remainder for export purposes.

U.K.'S DUTY PROBLEMS EXAMINED

The situation in the U.K. is unlike that existing elsewhere, because of the long standing trade relationship with Canada, but here, too, there is evidence of a rising tide of opposition to the prospect that when the trade in imported flour is eventually freed from government control, admittedly in the distant future because of currency difficulties, it will have to bear an ad valorem duty of 10%.

Canadian and Australian flour would not have to bear that duty under the terms of imperial preference following the excellent work put in by commonwealth interests at the Ottawa Conference in 1932. Yet the demand for American flour as opposed to Canadian flour cannot be ignored, despite the relationship between the commonwealth countries. The abolition of this duty would be a step in the right direction and might give particular pleasure in Scotland, where some interprising importers are anxious to see American flour play a prominent part in any future free market.

One of the main influences against relaxation would be the British flour millers. Indeed, the millers themselves would be prepared to admit that the importation of foreign flour provides a major safeguard for the consumer since the presence of competition keeps the quality up and the price down. This factor, in itself, would be a means of stifling any socialistic criticism which could quite conceivably result in the nationalization of the industry. At the same time, too, the home millers can be forgiven for wanting a prohibitive duty on flour which is heavily subsidized by a foreign government anxious to expand its export trade.

JAPANESE MARKET DEVELOPMENTS

European traders are interested in recent developments in the Japanese market. Details of the new system, recently introduced, reveal that private importers will now be allowed to purchase certain items of food abroad and will sell them to public corporations which will do the work of distribution. Among the major items involved are wheat and rice. Food bought with funds allocated to the allied sponsored organization, government Aid and Relief in Occupied Areas, will continue to be handled by the authorities exclusively.

Wheat Agreement

(Continued from page 44)

ble use of ECA dollars for wheat and flour purchases in the U.S. Marketmen, however, expect that the U.S. harvest this year will be much smaller than that of last year and that, consequently, there will be little pressure brought to bear by the Americans to force Britain to take U.S. supplies.

Undoubtedly, there would be some reluctance to authorize the use of ECA dollars for making purchases in Canada and it is understood in financial circles that the British propose to use free dollars to cover their purchases in Canada. In any case, it is pointed out, the cut in the aid appropriation to Britain means that less dollars are available and that it would be better to use these for other purposes in the U.S. and to rely on Canada for wheat and flour.

While it is presumed that the British Ministry of Food will remain the sole buyer and the Canadian Wheat Board the sole seller, importers are not displeased with the new arrangement because they consider that the ground is being prepared for a return to private trading since the absence of a binding long term agreement would make any changeover appreciably easier. The granting of freedom would, of course, be subject to the easement of the dollar supply situation.

Britain's total wheat import requirement is in the region of 210 million bushels, and most of the balance is likely to be fulfilled from Australian sources, some proportion of which will be in the form of flour.

While government controls are retained as a matter of policy, the 10% ad valorem duty on American flour imported into Britain and its overseas possessions remains in abeyance. If trade became free, this duty would automatically come into effect and, in the opinion of importers, would be influential in nullifying attempts by the American millers to regain their trade in the U.K. U. S. flour would be in competition with Canadian and Australian flour, which is not subject to duty under the terms of imperial preference.

"OVER THE HUMP"

REACH THE PEAK OF WHOLE-WHEAT BREAD SALES!

Don't rest until you're sure your "wheat" loaf has a Moist Crumb, Good Texture and Table-Freshness—so necessary for Appetite-Appeal in this variety. If your "wheat" loaf lacks Appetite-Appeal, sales are bound to lag.

For a Moist Crumb, Good Texture and Appetite-Appeal, ease the way with

Paniplus

THE PANIPLUS COMPANY
740 BOARD OF TRADE BLDG.
KANSAS CITY 6, MO.

Proposed Bread Standards Expected About Aug. 1, ABA Governors Told

COLORADO SPRINGS, COLO.—Proposed definitions and standards of identity for various breads and rolls or buns are expected to be issued about the first of August by the Federal Security Agency, according to a report presented at the May 14-16 meeting of the board of governors of the American Bakers Assn. here.

The report was presented by Gerard R. Williams, Williams Baking Co., Scranton, Pa., chairman of the ABA bread standards advisory committee, and Searing W. East of the ABA legal department. The final standards will "probably not go into effect until late this year," according to the report.

As a guide for the officers of the ABA and to aid the staff, a revised operating manual is in the process of development, M. Lee Marshall, Continental Baking Co., New York chairman of the board of governors, reported at the meeting.

The ABA sales trends reporting service was discussed at length and the opinion was expressed that this constituted a valuable service to determine trends of sales in the industry.

Efforts are being made by the association to enlist the Department of Agriculture in reducing the surplus of dried eggs and milk through greater consumption of bakery foods, it was reported. The governors expressed approval of a policy to insure adequate sugar supplies for the baking industry by the establishment of an adequate quota of sugar under the Sugar Act of 1948.

The association's accomplishments in retaining railway express commodity rates on bakery products was outlined by Joseph M. Creed of the ABA Washington office.

Henry Stude Honored

In recognition for his outstanding services to the baking industry for many years, the board of governors voted a lifetime membership to Henry Stude, a past president of ABA, and instructed that an engrossed copy of the resolution passed be prepared and forwarded to him.

Tom Smith, ABA secretary, reported that ABA and AIB membership payments for the current year were far ahead of the 1949 schedule. He interpreted this to mean membership and industry interest in the activties and accomplishments of both the association and American Institute of Baking is mounting. He stated that a comparison of the aggregate annual sales of membership compared to the 1947 Census of Manufactures for the entire industry shows that ABA is "truly representative of the entire industry from the volume of production standpoint." More complete statistics on this point will be compiled, Mr. Smith said.

By unanimous vote H. Leslie Popp, Perfection Biscuit Co., Ft. Wayne, Ind., was elected to fill the biscuit-and-cracker branch vacancy left by the death of Eugene K. Quigg. Resignation of Joseph M. Dawson, formerly of Spaulding Bakeries, Binghamton, N.Y., as governor-at-large was received.

Convention Theme Picked

It was unanimously agreed that the theme of the 1950 ABA convention, to be held in Chicago, be centered around the new AIB facilities. At convention time, dedication ceremonies of the AIB's new million dollar building will take place with Sunday, Oct. 15, being set aside as "ABA day."

The 1950 convention will open on Friday, Oct. 13, with a meeting of the ABA wholesale cake branch. The ABA wholesale bread branch will meet on Saturday, Oct. 14. Meetings of the other branches are being scheduled, and plans for valuable general sessions are being made.

Plans for the 1951 convention were discussed, and the subject was referred to the executive committee to recommend a location and date.

A nominating committee of five members was elected. They are Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., chairman; Harold Kilpatrick, Kilpatrick's Bakery, San Francisco; Lewis Graeves, Charles Schneider Baking Co., Washington; Harry Zinsmaster, Zinsmaster Bread Co., Duluth, Minn., and Daniel Uhrig, Purity Bakeries Corp., Chicago.

Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., chairman of the baker-miller relations committee, reported that continued study is being made on the problem of infestation in freight cars for flour transportation. This problem is being jointly attacked by the milling and baking industry and the American Institute of Baking's sanitation department is cooperating.

The morning session of May 16 was turned over to John T. McCarthy, Jersey Bread Co., Toledo, Ohio, president of ABA, and he in turn presented Walter H. Hopkins, director of the Bakers of America Program, explaining that his recent induction into office had not permitted him to become familiar with the details for such a presentation, and that he would be better prepared at the next meeting.

"Tie-ins" Emphasized

Mr. Hopkins outlined with slides the manner in which the policies adopted by the program and planning committee in January have been made effective for the 1950 program. Mr. Hopkins emphasized the "tie-ins" in the bread advertising campaign with such related foods as peanut butter, hamburgers, soups, cheese, olives, pickles and spreads of all kinds.

"The 1950 program is separated into really several types of advertising—one for bread, others for cake and sweet goods," Mr. Hopkins pointed out. "The current cake ad covers angel food. A later cake ad will cover cup cakes. There is a separate campaign also in progress for pie with the first ad featuring apple pie and cheese. The second will be cherry pie and ice cream."

Emphasis was put on the great amount of the total fund that is being spent for consumer advertising and consumer education—more than 80% for these activities.

The governors expressed great satisfaction that the program for this year includes the augmented budget for consumer education and the AIB.

Howard O. Hunter, executive vice president of the AIB, explained the close work between the institute and the Bakers of America Program, stating: "We and ABA are an integral part of the Bakers of America Program."

Mr. Hopkins in concluding his report told of the Bakers of America Program's own publicity and public relations department. It has been in operation the last 60 days and "evidence of its effectiveness is coming in every day." This includes not only work with newspapers, radio and magazines, but also television and bakers will soon see evidence of the program's activities in this field, he reported.

Mr. Hopkins and his staff were complimented on the accomplishments to date and were told that they are doing "an excellent job."

Following Mr. Hopkins' presentation, Mr. McCarthy asked for comments from the governors, which were very favorable. One suggestion was made that bakers in each marketing area might make a survey of consumer operations and eating habits covering baked foods.

Such surveys, it is believed, will reveal consumer operations and will either support or discredit some current opinions concerning attitudes toward baked foods. The thought was expressed that such surveys would provide valuable fundamental data to determine the trend of consumer activities of bakery products.

At the opening of the May 15 meeting, the board of governors paid honor to the late Eugene K. Quigg. Mr. Marshall read special messages sent by Russell L. White, White Baking Co., Indianapolis, and Leslie Popp.

In paying special tribute to Mr. Quigg, Fred Cobb said: ". . . He was eloquent, he was practical, he was diplomatic, and yet emphatic where emphasis was needed. . . ." Mr. Cobb offered a resolution that the officers and board of governors of the ABA extend their expression of sympathy to his widow and family in their bereavement. His resolution was voted, recorded on the books of the association, and an engrossed copy will be sent to the family.

AIB CORNERSTONE—Leaders of the baking industry are shown above laying the cornerstone for the new million dollar educational and scientific center of the American Institute of Baking May 13 in Chicago. Louis E. Caster, president and chairman of the board of AIB, holds a level to make sure the cornerstone is in proper position as (left to right) Howard O. Hunter, executive vice president of AIB; M. Lee Marshall, member of the institute's board of directors and chairman of the board of the American Bakers Assn., and Gerard R. Williams, chairman of American Bakers Foundation, look on.

—BREAD IS THE STAFF OF LIFE—

17 Groups Back Grain Bin Clean-Up Campaign in Kansas

MANHATTAN, KANSAS—Seventeen farm, trade and government organizations are endorsing the grain bin clean-up campaign being conducted this year by the specially formed Kansas Wheat Quality Council. They are as follows:

The Kansas State PMA committee, Kansas State Board of Agriculture, Kansas Wheat Improvement Assn., USDA Bureau of Entomology, Kansas State College Experiment Station and Extension Service, Kansas Industrial Development Commission, Kansas State Board of Health, Kansas Grain, Feed & Seed Dealers Assn.

Kansas Crop Improvement Assn., Farmers Cooperative Commission Co., Farmers Union Jobbing Assn., Equity Union Exchange, Kansas Bakers Assn., Western Kansas Development Assn., Kansas Farm Bureau, Kansas State Grange and the Kansas Farmers Union.

—BREAD IS THE STAFF OF LIFE—

SIX NATIONS ACCEPT TARIFF, TRADE PACT

WASHINGTON — Tariff concessions between the U.S. and six other nations are now in effect as a result of formal acceptance of the general agreements on tariffs and trade negotiated among 10 countries at Annecy, France.

Agreement with these countries are effective as of the 1950 dates shown Haiti, Jan. 1; Greece, March 9; Sweden, April 30; Dominican Republic, May 19; Liberia, May 20; Finland, May 25.

—BREAD IS THE STAFF OF LIFE—

LEVER BROS. CO. PROMOTES J. E. DREW AND G. F. GAMBER

NEW YORK—Promotion of J. E. Drew to director of public relations and G. F. Gamber to director of personnel of Lever Bros. Co. has been announced at the Lever headquarters. Mr. Drew and Mr. Gamber joined Lever two years ago as associate director of public relations and associate director of personnel, respectively.

Storage Squeeze

(Continued from page 8)

ing. The following table shows the capacity of public elevators at five large markets and the amount of all grains in store, recently, and the open space including turning needs, in thousands of bushels:

City	Capacity public	In store May 13	Open
Hutchinson	19,145	15,689	3,423
Kansas City	46,347	32,349	10,798
Wichita	23,449	16,998	1,351
St. Joseph	7,200	4,194	3,006
Omaha	26,223	19,774	6,449

Mill elevators presumably are in relatively the same situation as the public terminals, although the millers naturally would have more open space at this time of year, particularly in view of the high cash premiums of recent weeks.

The largest part of these stocks are owned by Commodity Credit Corp., but so far the agency has not undertaken any plan of moving grain from these terminals to make room for the new wheat crop. First efforts are being put into opening up country elevators. Some sorghums have been moved from southwestern terminals recently and the space has been used to move old crop wheat from country points. Probably more of this will be done, but it is unlikely that it will be accomplished on any large scale before new receipts swell. So far it has not been possible to work out any plan for moving hard winter wheat to Chicago or other eastern elevators. The space is needed just as badly there.

In view of the supply figures, many grain men expect a recurrence of the modified embargo against shipments of storage wheat, at least to the Kansas, Nebraska and Missouri river terminals. So far, however, terminal elevator organizations have not asked for such railroad action and have made no plans to do so.

In one respect this year's situation will be easier than a year ago. There is not likely to be much soft winter wheat from the East drawn to the Kansas City market. That price relationship probably will be more normal this year. Congestion at Chicago and St. Louis last year resulted in wheat being drawn to Kansas City from as far east as southern Illinois.

There also is more farm storage available in the Southwest now than there was a year ago. However, a large portion of these additions were made in the western areas of Kansas, Oklahoma and Texas where poor yields this year will mean an idle space surplus. The heavier crops in the eastern sections of Kansas, for example, generally are sold more readily than in the West. The boxcar supply situation, often an impediment to smooth movement of a new crop, appears to be satisfactory this year. Southwestern carriers have more than 95% of their boxcar ownership on their lines and the supply is going up.

—BREAD IS THE STAFF OF LIFE—

GOLF TOURNEY PLANNED

PHILADELPHIA—The annual golf tournament between the Philadelphia Bakers Club and the Philadelphia Production Men's Club has been scheduled for June 13.

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MOSTLY PERSONAL

CAKES FOR OFFICIALS—Five decorated cakes were presented to prominent city and county officials during the recent convention of the Associated Bakers of Minnesota in St. Paul. Shown above examining the cakes are, left to right, Martin Olson, Bungalow Bakery, St. Paul, vice president of the association; T. J. Mahlke, Mahlke Baking Co., Winona, Minn., president of the group; E. T. LeMire, International Milling Co., Minneapolis, president of the Minnesota Allied Trades of the Baking Industry, and Ray O'Brien, O'Brien Specialty Foods, St. Paul, who served as chairman of the luncheon at which the cakes were presented.

Mr. and **Mrs. Carl Ross** and their son **Hal**, Ottawa, Kansas, left last week for New York from where they will sail for Europe June 6 on the Mauretania. They expect to spend three months in western Europe. Mr. Ross is manager of the Ross Milling Co., which recently sold its plant at Ottawa.

●

Joseph J. Crilley has been appointed sales manager of the Atlantic division of the National Biscuit Co. with headquarters at Pittsburgh. He started with the company as a delivery boy in 1914 and in 1932 became sales manager of the tri-state area.

●

Ellsworth S. Keller, president of United Bakers, Inc., Forty Fort, Pa., for several years, has opened an office in Wilkes-Barre, Pa., as a labor relations consultant.

●

Lee R. Whidby, Birmingham, Ala., representative for the Consolidated Flour Mills Co., Wichita, in the southeastern states, was a recent visitor at the home office of the company.

●

R. F. Robertson, Gadsden, Ala., eastern representative, and **Fred Skelton**, Ft. Worth, special bakery representative recently visited the Acme Flour Mills Co. offices in Oklahoma City.

●

George A. Scrimger, treasurer, Maple Leaf Milling Co., Toronto, was recently the guest on the New York Produce Exchange floor of **Harry K. Moore**, vice president, Maple Leaf Flour Mills, Inc., New York.

●

Fifty representatives of Pillsbury Mills, Inc., of the Oklahoma and Arkansas dirtricts were complimented recently with a picnic at Robbers' Cave Park, Wilburton, Okla., with officials of the company as hosts. Contests were staged between representatives of the two states, with Arkansas showing a slight edge over Oklahoma.

●

Carroll K. Michener, editor of The Northwestern Miller, and **Mrs. Michener** have completed their tour of England, Wales and Scotland and are currently visiting Holland where they are making the acquaintance of prominent members of the imported flour trade. Although on vacation, Mr. Michener also took time out to meet several members of the English importing trade on the London market. After passing through London on the return trip, Mr. and Mrs. Michener sail from Liverpool June 10 and are scheduled to reach Minneapolis June 19.

●

Hubert Edwards of the Higginsville (Mo.) Flour Mills was in New York for the sailing of the Queen Elizabeth May 31.

●

Albert W. Berg of Chas. W. Berg & Son, New York flour jobber, and vice president of the New York Association of Flour Distributors, **Mrs. Berg** and their oldest son are on a 12-day trip during which they will visit relatives in Congress Park, Ill., and stop off at the Springfield plant of Pillsbury Mills, Inc.

●

The New York offices of the Eagle Roller Mill Co., New Ulm, Minn., in charge of **Saul Wessler**, are now in larger quarters in the New York Produce Exchange in Rooms 447 and 447N.

●

Ellis D. English, president, Commander-Larabee Milling Co., Minneapolis, is spending the week in the North Woods on a fishing trip.

●

Steve M. Treacy, Larabee Flour Mills Co., Kansas City, called on the bakery trade in West Virginia and the Carolinas last week.

●

Charles Bethel of the Minneapolis office of the Commander-Larabee Milling Co., visited the Larabee Flour Mills Co. offices in Kansas City last week.

●

John S. Pillsbury, chairman of the board, Pillsbury Mills, Inc., Minneapolis, was a New York visitor during an eastern trip early in June.

●

H. M. Griffin, International Milling Co., Minneapolis, visited the mill's New York offices recently.

●

Paul Walther, export manager, Western Star Mill Co., Salina, and **Mrs. Walther** are visiting the flour markets of western Europe.

●

Elmer E. Huffman, sales manager, Kansas Milling Co., Wichita, is on an extended business trip in the central states.

●

Jack H. Mikula, vice president of the Wisconsin Flour & Bakers Allied Trades Assn., and most recently assistant manager of the industrial and commercial department of the Milwaukee (Wis.) Gas Light Co., has been appointed general sales manager of the firm. Mr. Mikula has been associated with the local gas utility company for 20 years and has been closely identified with the baking industry through his promotional activities for gas for bakery production.

MILLERS' RESEARCH COMMITTEE—The research committee of the Association of Operative Millers was enlarged by the organization's officers during the 1950 convention of the AOM. Pictured above is the committee with the officers. From left to right: George S. O. Smith, treasurer of the AOM; L. E. Collier, newly elected president, who made the appointments; John M. MacKenzie, University of Minnesota, Minneapolis; Tibor A. Rozsa, Pillsbury Mills, Inc., Minneapolis; George M. Kautz, Lochoff Grain Co., Danville, Ill.; J. I. Chamberlain, Maple Leaf Milling Co., Ltd., Toronto, Ont.; O. J. Zimmerman, General Mills, Inc., Minneapolis, retiring president; C. B. Veerk, Eagle Roller Mill Co., New Ulm, Minn., newly elected vice president; H. O. Olsby, Russell-Miller Milling Co., Alton, Ill.; Frederick M. Atkinson, Atkinson Milling Co., Minneapolis, and Donald S. Eber, executive secretary of the AOM, Kansas City. Other members of the committee not present when the picture was taken include George J. Tesarek, Quaker Oats Co., St. Joseph, Mo., chairman of the group; E. P. Farrell, department of milling industry, Kansas State College, Manhattan; R. K. Durham, Pillsbury Mills, Inc., Minneapolis; R. R. Brotherton, Bay State Milling Co., Winona, Minn., and Lyle Mertz, General Mills, Inc., Buffalo.

CCC Continues to Offer Grain in Export and Domestic Markets

WASHINGTON—The Commodity Credit Corp. during June is continuing to offer wheat, corn, oats, barley and grain sorghums in the export market at the market price on the day of sale. For the domestic market, these commodities have been priced at price support levels plus 5%, but the prices fail to reflect the carrying charges that accrued last month, making the domestic prices for June the same as for May.

One major change was made for cottonseed oil, which will be sold during June on a competitive bid basis. Approximately 20 million pounds of crude are expected to be available. It is understood that during May, cottonseed oil sales were being made on a competitive bid basis after some buyers objected to the announced method. They claimed that they were being excluded from buying, although they were willing to pay a better price than the fixed price base of the government offer.

Flaxseed export price of CCC stocks was again marked down to a new low of $3.55 bu. bulk, in store New York, as compared with $4, which prevailed during May for No. 1 grade. There is no change in the June domestic price of $4.29 bulk, in store at Minneapolis.

Economic Cooperation Administration nations cannot take advantage of the new price level of this commodity for export since it fails to reflect to CCC either the domestic market price or cost to the government. In order for foreign buyers to obtain CCC stocks of flaxseed, it would be necessary for CCC to advance Section 32 funds to reimburse itself for the difference between the new export sales price and its acquisition cost or the domestic market price, whichever was the lower.

ECA has appealed to CCC to make this concession, but no approval has been given. At the present time there is outstanding a substantial ECA procurement authorization for flaxseed for the Netherlands, a commitment which is open for the private trade.

KROGER SALES UP

CINCINNATI—Sales of the Kroger Co. for the fifth four-week period, ending May 20, totaled $65,333,703, a 2% increase over sales of $63,839,485 for the four-week period a year ago. Cumulative sales for the five periods of 1950 totaled $315,544,451, a 1% decrease from sales of $317,986,983 for the same five periods last year.

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Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Lagging interest in flour characterizes the closing weeks of the crop year, and there is practically no buying being done beyond the current month. New crop trends are too indefinite at the moment to arouse the interest of either buyer or seller. Except for moderate sales made by Oklahoma and Texas mills to bakers in that area, there has been little new crop booking done.

Last week's average sales of mills in this area were 39% of six-day capacity, the volume being trimmed a little by reason of the Memorial Day holiday. In the preceding week sales averaged 45% and a year ago 105% following a price plunge. Export and government trade dropped to an almost negligible figure of 5% of the total sales. However, PMA was in the market for June shipment flour June 5, which is not reflected in these percentages.

Flour buying interest displayed by bakers last week was very limited. Very few round lot sales were made in this area. The only chain bakery business was being conducted on a price-date-of-shipment basis. All other sales were for June shipment only. Very few bakers were interested in buying beyond this month, although some new crop prices have been quoted. A premium of around 10¢ sack is still asked by most mills for 120-day shipment, as compared with June shipment.

Hampering flour demand in some territories are strikes which have closed bread plants. In Chicago and in Denver bakeries are down or are on limited production due to labor disputes. Elsewhere stocks are purposely low because of the nearness of movement of new crop wheat and the chances for reduced flour selling basis early in the new crop year.

Family flours and specialty flours were in slower demand, but the trend is normal in the summer season. Prices for family grades were reduced another 10@15¢ sack within the past week or 10 days.

Spreads between the various grades of clear flour have narrowed considerably during the week. Export interest in 1% ash clear brought its value up very close to a second clear and within 15¢ sack of a family type first clear. Meanwhile, first and second clears have held rather steady.

Export flour business was limited last week. Jamaica was scheduled to buy 1% ash clears over the weekend. The Netherlands bought .70% ash clears in scattered amounts last week for July shipment. Latin American business was slow, mainly due to the fact that the Gulf subsidy is figured so low in comparison with East Coast subsidies.

Quotations, carlots, June 3, Kansas City, cottons: Hard winter bakery short patent $5.30@5.45, standard 95% patent $5.15@5.28, straight $5.05@5.14; established brands of family flour $6.15@6.80, first clears $4.10@4.30, second clears $4@4.05, 1% ash clears or higher $3.85@3.95, soft wheat short patent $6.60@6.70, straight $5.25@5.35, cake flour $6@6.45.

Hutchinson: Flour business for mills of the Hutchinson region was limited last week to small fill-in lots, mostly for prompt shipment. The trade is not interested in new crop bookings at present, and mills are not anxious to sell. Lower feed prices and steady cash premiums have held prices fairly firm despite weaker wheat futures, which helps strengthen determination of the trade not to buy. Operations sagged to below 50%. Quotations, Kansas City basis: Family patent $5.85@6.00; bakers patent $5.25@5.35, standard $5.10@5.20.

Salina: Demand for flour has been very quiet, with prices about unchanged. Shipping directions are draggy.

Texas: Sales last week were about 30% of capacity, the same as the previous week and were about equally divided between family and bakers flour. Running time continued at 3 to 4 days. Prices averaged unchanged compared to a week before, except clears which were about 10¢ sack lower. Quotations June 3: family extra high patent $6.20@6.45, high patent $5.90@6.15; standard bakers, unenriched $5.40@5.65; first clears, unenriched $4.35@4.50, delivered Texas common points.

Oklahoma City: Sales ranged up to 40% and averaged 27% compared with 40% the previous week and 75% a year ago. Bookings were divided 68% to family buyers, and 32% to bakers. Operations averaged 69%, compared with 70% the previous week and 65% a year ago. Prices closed unchanged. Quotations, delivered Oklahoma points: carlots, family short patent $6@6.70, standard patent $5.75@6.35; bakers unenriched short patent $5.50@5.70, standard patent $5.25@5.45, straight grade $5.15@5.35. Truck lots 35¢ higher on all grades.

Omaha: Sales of flour improved slightly last week with some business from bakers. Spot requirements undoubtedly prompted them to make purchases before the arrival of the new wheat. Other buyers, however, continued to hold off in view of a good crop and lower prices. Production remained at nearly full-time, and government inquiry improved. Quotations Omaha, June 3: bakery flour $5.21, family $6.50.

Wichita: One major mill has put its employees on a general two-week vacation and will resume operations June 12. In the other mills, operations were at 60% of capacity last week. Domestic sales declined to an average 28% of capacity, compared with 35% the preceding week and 105% a year ago. Export sales were negligible. Shipping directions were poor. Prices were unchanged to 5¢ sack lower.

Northwest

Minneapolis: Sales of flour showed a slight increase last week, but the over-all business picture is much the same as reported for the past few weeks. Buyers continued to take relatively small lots—a carlot or two at a time—while waiting for more favorable prices. Meanwhile, quotations on most bakery grades advanced 10@15¢ sack.

There were some indications that bakers would like to get away from hand-to-mouth operations, although they remain unwilling to do anything about booking ahead until a more accurate appraisal of wheat market trends can be made. For the present, then, most of them continue to shun offerings for needs beyond a few weeks.

About the only concentrated interest in buying is noted in demand for clears. Supplies are extremely tight, because of limited milling of family patents, and buyers, particularly in the East, are anxious to get shipment on this type of flour at this time of the year. The market is firm, with mills in some cases shopping among their competitors for supplies to fill the needs of regular customers.

Time out for Memorial Day holiday last week resulted in fewer shipping directions and a smaller output in Minneapolis as well as other spring wheat milling areas. Shipments from mills averaged 62.5% of capacity, computed on the basis of six-day running time. This compares with 74% of capacity the previous week.

Sales of family flour were confined to price-date-of-shipment transactions as prices were unchanged. Directions fell off sharply in mid-week after a period of fairly heavy movement.

Sales by spring wheat mills last week averaged 37.5% of six-day capacity, compared with 28.4% the previous week and 68% a year ago.

Production at Minneapolis mills averaged 63% of capacity, compared with 77% the previous week and 55% a year ago. For the entire Northwest, production averaged 58% of capacity, compared with 68% the preceding week and 54% in the corresponding week of 1949.

Quotations June 5: standard patent $5.75@5.95, short patent $5.95@6.15, high gluten $6.10@6.30, established brands of family flour, enriched $6.90, first clear $5.25@5.65, whole wheat $5.50@5.70.

Interior Northwest Mills: Mills report sales very quiet or light and indicate a drop in business from the previous week. Shipping instructions ranged from fair to active. Production at interior mills last week averaged 55% of capacity, compared with 64% the previous week and 54% a year ago.

Central West

Chicago: Flour sales continued to decline last week as prices took an upward trend. The only buying reported was in single carlots, here and there, for prompt shipment. Bakers remain uninterested in booking ahead at present price levels, and as a result a very quiet week was experienced in the trade. Directions were only fair.

Family flour sales also were practically nil. Only small lot purchases were made, and these were very scattered. Interest and inquiries were lacking. Deliveries were fair.

Quotations June 3: spring top patent $5.85@6.15, standard patent $5.75@5.95, first clear $5.10@5.40; family

Sales Under Wheat Agreement

Importing countries—	Guaranteed purchases	Exporting countries—total sales, 1,000 bu. — United States* Wheat	Flour	Total	Australia†	Canada†	France‡	Total
Austria	11,028	9,124	1,329	10,453				10,453
Belgium	[illegible]	[illegible]	17	[illegible]		7,917		[illegible]
Bolivia	[illegible]	484	234	718		379		[illegible]
Brazil	13,228					2		2
Ceylon	4,409				4,408			4,408
Costa Rica	[illegible]		192	192		[illegible]		[illegible]
Cuba	[illegible]	28	1,363	[illegible]		[illegible]		[illegible]
Denmark	1,017	755	149	904		232		1,136
Dom. Republic	[illegible]		98	98		377		[illegible]
Ecuador	1,383		875	875		406		1,281
Egypt	8,818				6,864	1,042		7,906
El Salvador	464	33	334	367		115		482
Germany	64,139	38,723		38,723				38,723
Greece	[illegible]	10,868	1,446	12,313		2		[illegible]
Guatemala	187		307	307		111		418
Haiti	1,910		91	91		945		1,036
India	38,287				38,274			38,274
Ireland	10,194	2,604	149	[illegible]		1,790		[illegible]
Israel	[illegible]	[illegible]	784	[illegible]	[illegible]	2,882		[illegible]
Italy	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]
Lebanon	2,180		130	130		1		131
Mexico	[illegible]	[illegible]		[illegible]		148		[illegible]
Netherlands	[illegible]	16,421	[illegible]	[illegible]	[illegible]	[illegible]	1,470	[illegible]
New Zealand	[illegible]				2,781			2,781
Nicaragua	[illegible]		213	213		88		[illegible]
Norway	[illegible]	[illegible]	2,678	[illegible]	[illegible]	[illegible]		[illegible]
Panama	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Peru	[illegible]	6,186		[illegible]		64		[illegible]
Philippines	[illegible]		969	969	[illegible]	[illegible]		[illegible]
Portugal	[illegible]	4,004	824	4,828	[illegible]	[illegible]		[illegible]
Saudi Arabia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Sweden	2,758				1,058			1,058
Switzerland	[illegible]					[illegible]		[illegible]
U. of S. Africa	11,023				2,000	[illegible]		7,000
U. K.	177,088	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Venezuela	4,777		918	918		3,944		4,862
Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Guaranteed quantities (exporting countries)				[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Balance				[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

flour $7.25; hard winter short patent $5.55@5.75, 95% patent $5.45@5.65, first clear $4.75; soft winter short patent $6.10@6.75, standard patent $5.05@6.50, first clear $5.35@5.80.

St. Louis: Local mills report shipping instructions as well as new sales to be very quiet. Demand, however, continues to be heavy for clears. No interest has been shown as yet in the new crop flours and buyers are apparently holding off, hoping for a price break.

Mills elsewhere in the central states report very dull business, with buyers showing practically no interest. Most of the bakery and family buyers have enough on the books to carry through the first half of June, possibly longer, and feel that with the crop movement, prices may reach a more attractive level. There have been instances of June business being worked on a p.d.s. basis. The demand for low ash clears is about equal to supply, and prices have remained unchanged. The higher ash grades, up to 1% ash, have been in good demand and have shown price advances of as much as 15¢ sack from the previous week.

Quotations St. Louis, June 3: family top soft patent $6.40, ordinary $5.35, top hard $6.95, ordinary $5.50; bakers soft winter short patent $6.30, cake $6.30, pastry $5.10, soft straights $5.25, clears $4.50; hard winter short patent $5.65, standard patent $5.50, clears $5; spring short patent $6, standard $5.80, clears $5.20, low protein clears $4.80.

Toledo: Little, if any, change was noted in the flour business and milling situation last week. However, with the movement of new crop wheat, some symptoms of weakness are appearing in soft wheat.

East

Buffalo: There was little change in the price range of flour at Buffalo. Sales activity continues sluggish as most bakery and wholesale house buyers move cautiously, making only nearby commitments. Some of the local trade are now jockeying for position on the new southwestern flours, but no sales have been reported as yet.

Quotations June 3, f.o.b. Buffalo: spring family $7.35@7.45, high gluten $6.25@6.30, standard $5.95@6, first clear $5.20@5.30; hard winter standard $6@6.05, first clear $5.70@5.75, soft winter short patent $5.80@5.85, straight $5.60@5.65, first clear $4.70@4.75.

New York: Flour buyers continued to mark time last week, awaiting some stimulus to arouse them into volume interest. Jobber sales were held entirely to small fill-in lots. Since stocks had, in many cases, fallen to very low figures, this was just slightly better than the stagnation that has recently prevailed. Purchases were for nearby shipment, with mills making substantial reductions for southwesterns where directions went with the orders. This brought old and new flours about in line on prices, but as harvesting increases, larger buyers anticipated further cuts and were inclined to defer replacements as long as possible. Some of the current levels were 20@35¢ below the absolute minimums

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Hillcrest Rye Flour

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.). All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring top patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter short patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Seattle	Los Angeles
Family patent	[illegible]	[illegible]
Bluestem	[illegible]	[illegible]
Bakery grades	[illegible]	[illegible]
Pastry	[illegible]	[illegible]

	Toronto	**Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]
Spring exported	[illegible]	[illegible]
Ontario soft winters	[illegible]	[illegible]

**In cottons, Fort William basis. ‡280-lb. cottons.

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	[illegible]

*Brown shorts. †Gray shorts. ‡Fort William basis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S. as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on May 27, and the corresponding date of a year ago:

	Wheat		Corn		Oats		Rye		Barley	
	1950	1949	1950	1949	1950	1949	1950	1949	1950	1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat		[illegible]		[illegible]						
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]									
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]		[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]	[illegible]		[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]				
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]						
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]		[illegible]		[illegible]			[illegible]	
Lakes	[illegible]	[illegible]	[illegible]							
Canals		[illegible]	[illegible]		[illegible]					
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis			Chicago				Kansas City		
	July	Sept.	Dec.	July	Sept.	Dec.	Mar.	July	Sept.	Dec.
May 29	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 30	HOLIDAY									
May 31	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	CORN		RYE						OATS			
	Chicago		Chicago		Winnipeg		Minneapolis		Chicago		Minneapolis	
	July	Sept.	July	Sept.	July	Oct.	July	Sept.	July	Sept.	July	Sept.
May 29	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 30			HOLIDAY									
May 31	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June 3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

of other mills, but even this did not bring heavy buying.

Chain baker buying was routine with interest emphasis on southwesterns. Cake flours, particularly from the East, have become very scarce, and buyers are all waiting for new crop which is reported good and of good quality. Prices were practically unchanged at the close of the week.

Quotations June 3: spring high glutens $6.40@6.60, standard patents $6.10@6.30, clears $5.55@5.80; southwestern short patents $6@6.20, standard patents $5.70@5.90; soft winter high ratios $6.50@7.15, straights $5.50@5.70.

Philadelphia: Dullness in the local market was accentuated by the usual holiday restraint upon trade last week and reports indicate a minimized demand for flour by bakers in this area. An almost universal feeling among bakers that quotations are due for a revision is reported. They are deferring purchases in the hope of saving later. In the absence of buying activity, prices here are showing no indication of moving in either direction.

Activity which had been stimulated to some extent by several mills' offering discounts on prompt shipment has disappeared in the wake of the decided weakness in millfeed since millers are now left without that margin to work on.

It is believed the determination of bakers to hold out against present asking prices is also taking into account the fact that wheat was vulnerable upon advice that weather in growing areas has improved sufficiently to cause reductions in earlier estimates of crop damage.

Observers feel this latter development assuages anxiety over the supply outlook since the amount of loss is more than offset by the wheat carryover and the smaller requirements of foreign countries. Although quotas for the Netherlands, Israel and Egypt have been increased, the export market locally is at a standstill.

Numerous establishments are able to remain out of the market by virtue of supplies accrued during the recent concessions on nearby shipment, while others are still working off stocks acquired during the last sinking spell in the market. The period between buying forays has been extended by the generally smaller consumption of flour as a reflection of the disappointing demand for baked goods at the retail level.

Quotations June 3: spring family $7.40@7.65, high gluten $6.60@6.70, short patent $6.30@6.40, standard $6.20@6.30, first clear $5.80@5.95; hard winter short patent $5.90@6, standard $5.80@5.90; soft winter standard $4.90@5.15.

Boston: Flour prices were generally lower last week in the Boston market and comparative inactivity seemed to accompany the decline. Springs were 5@20¢ lower while hard winters were off 5@30¢. Extreme declines however only occurred in the top grades on the outside prices. Soft wheat flours were unchanged to 10¢ lower.

Most of the business reported during the week was confined to small lots of a fill-in nature. While cautiousness seemed to be the watchword, there appeared to be an undertone of strength in the market as experienced dealers watched the decline in millfeeds which generally presages an upturn in flour quotations. Adverse crop reports from the spring wheat areas also tended to make buyers more alert to the possibilities of a general price increase.

J. P. Widlar

SALES MANAGER—J. P. Widlar, manager of the Denver, Colo., sales office of Chase Bag Co. has been named sales manager of the company's Kansas City branch territory. The new assignment was announced by R. N. Conners, Chase vice president and general sales manager, who said that Mr. Widlar's long service with the organization has provided him with a wide range of experience in packaging industrial and agricultural products. The Denver sales office activities will continue under Mr. Widlar's supervision.

Reports from the Southwest that harvesting operations may expand sharply appeared to have little effect on most of the trade here.

Bakers reported that their over-all business is continuing to sag with particular emphasis on sweet goods lines. Buying interest from this segment of the trade is practically at a standstill.

Quotations June 3: spring short patents $6.32@6.42, standards $6.12@6.22, high gluten $6.42@6.52, first clears $5.57@5.82; hard winter short patents $6.12@6.27, standards $5.82@5.92; Pacific soft wheat flours $6.22@6.47, eastern soft winter straights $5.52@5.72, high ratio $6.52@7.17, family $7.54@7.57.

Pittsburgh: Despite the holiday and also higher flour prices, sales were somewhat improved last week in the tri-state area. There is still strong resistance to prices, but buying on a hand-to-mouth scale was more widespread the past week, causing an increased volume of sales. Commitments on a two-week basis prevail, and no one wishes to assume any long-time obligations, with price-date-of-shipment basis continuing to be popular.

Spring wheat flour sales were larger than Kansas hard winters the past week. Soft wheat cake and pastry flours sold a trifle better. Family patents are stated to have been better sellers, with jobbers and grocers coming into the market on a moderate scale. The tendency to first have new crop prices before any large-scale flour buying is done continues. Bread sales are reported to show an increase over a year ago at both wholesale and retail bakeries.

Several mills have no clears to offer and these mills happen to be ones whose clears are sought in this district. Sales of Pacific Coast pastry flour increased the past week, the price now being sharply under prices of several weeks ago. Directions are

still only fair to good throughout this district.

Quotations June 3: hard winter bakers standard patent $5.65@6.05, medium patent $5.75@6.10, short patent $5.85@6.15; spring wheat standard patent $6.20@6.50, medium patent $6.30@6.55, short patent $6.35@6.65, clears $5.40@5.95, high gluten $6.50@6.85; family flour, advertised brands $7.18@7.70, other brands $5.85@7.05; pastry and cake flours $5.20@6.75; Pacific Coast pastry flour $6.19.

South

New Orleans: Flour sales were extremely quiet for the past week, with only small to moderate amounts being booked for prompt and June shipment. Hard winters received the greater percentage of the limited business. Interest on northern springs has subsided considerably since the advance in prices, which now puts this type of flour at a considerable premium over hard winters.

Inquiries on new crop hard winters continue rather narrow, with little business being negotiated. Bakers and jobbers showed most interest but continued to follow a very conservative policy towards purchasing. Pacific Coast and central states soft winters were quiet, with cracker and cookie bakers purchasing the latter type sparingly. The demand for cake flours is slow, which to some extent reflects the decline in cake production.

Shipping directions have fallen off slightly; likewise stocks on hand. Export flour sales have been of small volume to both European and Latin American countries. The bids from Europe have been below the limits of the mills. Jamaica is inquiring for additional quantities of second clear flour.

Quotations June 3, carlots, packed in 100-lb. multiwall papers: hard winter bakery short patent $5.45@5.60, standard $5.25@5.40, first clear $4.55@4.75; spring wheat bakery short patent $6.15@6.35, standard $5.95@6.05, first clear $5.40@5.70, high gluten $6.25@6.40; soft wheat short patent $5.50@5.80, straight $5@5.25, first clear $4.15@4.45, high ratio cake $5.80@6.15; Pacific Coast cake $6.60@6.75, pastry $5.95@6.10. Shipments by barge from Minneapolis approximately 20¢ a sack less.

Pacific Coast

Portland: Conditions continue very quiet with Pacific Northwest flour millers, and little is expected the balance of the season. Mills have had a trifling amount of exports, and the outlook for the future does not look any more encouraging. Domestic business is rocking along about the same.

Mills indicate eastern business may pick up for next season owing to the short crop of some types of wheat which will enable them to regain a part, at least, of their former business. But business for this season is just about over.

Flour quotations June 3: high gluten $6.24, all Montana $6.18, fancy hard wheat clears $6, bluestem bakers $6.05, cake $6.80, pastry $6, whole wheat 100% $5.65, graham $5.50, cracked wheat $5.50.

Canada

Toronto - Montreal: Eastern mills are finding it difficult to book enough export business at reasonable prices to operate profitably and, in many instances, are shutting down rather than sell at below margin prices. Government regulation flour is providing the bulk of export run, but after the end of this crop year this too will be uncertain. The usual amounts are going to the domestic market, but competition makes it unprofitable. Quotations June 3: top patent springs for use in Canada $11.15 bbl., seconds $10.65; bakers $10.55, all less cash discounts, in 98's cotton, mixed cars with 10¢ added for cartage where used. For export to U.K., government regulation flour $13.85 to end of July, Montreal.

Little winter wheat flour available. There is some demand. Quotations June 3: $10.50@11.15 bbl., f.o.b. Montreal; export $5.35 100-lb. export cottons, f.a.s. Montreal.

Winter wheat is very scarce. The new crop is spotty and prospects vary from fair to good. Quotations June 3: $2.20@2.25 bu., f.o.b. shipping point.

Winnipeg: Canada worked roughly 153,000 bbl. flour for export last week, which included slightly less than 40,000 bbl. listed as Class 2 sales. The latter went to the U.S., Tangier, Canary Islands and Japan. The remainder was worked under the International Wheat Agreement and went largely to the U.K., Philippines, Barbados, Cuba, Bahamas, Costa Rica and Panama. Domestic trade in flour is moderate, with supplies sufficient to take care of present requirements. Mills are operating a little better than 60% of capacity. Quotations June 3: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40 cottons, second patents $10.70@10.90, second patents to bakers $10.20@10.40.

Vancouver: Canadian flour exporters working out of this port last week had a further complication to face in their efforts to secure business. This was the rumor that the Canadian dollar would shortly be returned to par with the U.S. dollar.

This would mean that instead of enjoying a 10% premium against U.S. flour offerings, Canadian mills might have to boost their prices in a field where every dollar counts in view of the general world shortage of hard currency. There were rumors that once the Canadian dollar returned to par, it might be left to find its own level again, say around 6% discount compared with Washington, but even the loss of 4% would likely mean the difference between business and no business.

While officials of the Foreign Exchange Control Board denied the rumor in its entirety, much of the damage had been done. There was a rush of exporters to take out "coverage" on all orders to be paid in American funds and on which payment is outstanding.

The Hong Kong market for Canadian flour continues to offer little encouragement, although exporters are still hopeful that business will develop there and in the Far East. A shipment of 3,000 to 4,000 tons of flour for Manila cleared here the end of the month based on the May permits issued by Philippine authorities, but the quantity to go in June has not yet been announced.

Domestic flour sales continue along quiet lines. Some mills are reported offering below list, but quotations generally are unchanged. Hard wheat grinds, first patents in 98's cottons $11.20; bakers patents $9.85 in paper bags and $10.25 in cottons; western cake and pastry flour to the trade $10.90@11.65.

VETERAN HONORED—Roger Williams (center), Cherry City Baking Co., Salem, Ore., secretary-treasurer of the Oregon chapter of the American Society of Bakery Engineers, was honored at the recent Pacific Northwest Bakers Conference in Portland for completion of 35 years of service to the baking industry. He is shown above flanked by J. C. Crawford (left), manager of the Oregon Bakers Assn., and Fred J. Kappel, Kappel's Old Holland Bakeries, Portland, retiring president of the Oregon ASBE chapter.

Rye

Minneapolis: Interest in rye flour is limited, with sales confined to mixed car lots. Quotations: Pure white rye $4.20@4.50, medium rye $4@4.30, dark rye $3.50@3.70.

St. Louis: New sales and shipping directions are good. Pure white $4.90, medium $4.70, dark $4.15, rye meal $4.40.

Philadelphia: Demand for rye flour is reported to be the dullest of the year as most bakers refuse to take anything beyond immediate requirements in the belief that prices are too high. It is believed a sharp reversal would be necessary to stimulate any real interest. The June 3 quotation on rye white of $4.80@4.90 was unchanged from the previous week.

Chicago: The demand for rye flour continues unchanged, with little or no interest being shown. The only business being done is in occasional small lots for immediate shipment. Directions are fair. White patent rye $4.40@4.45, medium $4.15@4.25, dark $3.40@3.85.

Pittsburgh: Buying of rye flour continues on a hand-to-mouth basis. Warmer weather also adds to the slow demand for rye flours. Prices are firm. Quotations, f.o.b. Pittsburgh points: pure white No. 1 $4.85@4.90, medium $4.55@4.65, dark $4.10@4.15, blended $5.80@6, rye meal $4.15@4.35.

Portland: White rye $5.70, pure dark $4.70.

New York: Shipping directions on rye flour were good last week, but new bookings were on a hand-to-mouth basis. Pure white patents $4.75@4.85.

Buffalo: Sales activity has remained sluggish for many weeks. Buyers are not interested in reaching for any but nearby needs until a lower price trend is apparent. Quotations June 3, f.o.b. Buffalo: white $5.10@5.15, dark $4.35@4.40, medium $4.90@4.95.

Millfeed

Minneapolis: Millfeed price declines were slowed during the past week, and moderate firmness developed toward the end of the period. Prices are down $1@1.50 for middlings and red dog, but bran is quoted the same as a week earlier. Demand is steady, and production is down. Quotations: Bran $45.50, standard midds. $51, flour midds. $54, red dog $55.50.

Duluth: Demand is slow, the trend is lower, and supplies are more than ample to meet current needs. Quotations: pure bran $45.50, standard bran $44.50, standard midds. $50, flour midds. $54, mixed feeds $53.50, red dog $56.

Kansas City: Demand slackened very sharply this week and prices turned lower, particularly on bran. Offerings of nearby and June bran were more pressing, and apparently there had been some holding back by sellers during the recent big decline. Shorts were not offered freely, and many predicted a widening spread. Quotations June 5: Bran $42.50@43, shorts $51.50@52.

Oklahoma City: Millfeed closed $2 lower on bran but with shorts unchanged. Quotations, straight cars: bran $45.50@46.50, mill run $49.20@50.20, shorts $53@54; mixed or pool cars $1 higher on all classes.

Fort Worth: Quotations June 3: bran $50@51, gray shorts $58@60, delivered TCP; about $2 lower on bran but $2 higher on shorts, compared to the week previous. Demand showed definite improvement, while offerings were in smaller volume.

Salina: Demand last week was slow but showed improvement on declines. Bran was $5.50 and shorts $4 ton lower. Supplies are adequate; quotations, basis Kansas City: bran $42@42.50, gray shorts $48.50@49.

Omaha: Millfeed business regained its interest toward the end of last week here with bran up to $44.75 and shorts at $52.

Hutchinson: Millfeed bounced back late last week after touching new lows earlier. Demand, especially from the mixed car trade, became fairly active with advances of $1@2 over the lows, but these rallies were not followed. Quotations, Kansas City basis: bran $43@43.50, gray shorts $50.50@51.

Wichita: Millfeed demand improved last week. Supplies were inadequate, due to low operating time of mills. Quotations, basis Kansas City, June 3: bran $45.40, shorts $52; prices were about unchanged, compared with the preceding week.

Chicago: Bran $48, standard midds. $53, flour midds. $55@56, red dog $59@60; demand quiet, supplies ample.

Toledo: There has been further weakness in millfeed, with drops in the price. Quotations June 3: bran

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $2. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads $9 per inch per insertion. All Want Ads cash with order.

HELP WANTED

MEN CALLING ON BAKERS WANTED
Don't read this unless you are mechanically inclined, not afraid of work and interested in making money. We want men to sell our blades to bakers and show them the correct installation. Especially interested in eastern territories. Our blades have proved revolutionary in over 300 large bakeries in that they slice and don't rip. For further information write to—
GOPHER GRINDERS
ANOKA, MINNESOTA

SALES MANAGER, BY NEW YORK STATE mill, with thorough merchandising knowledge, spring, hard and particularly soft wheat flour in domestic, especially Metropolitan New York trade. Submit letter depicting all details. Previous experience and accomplishments. Address 844, The Northwestern Miller, Minneapolis 2, Minn.

SITUATIONS WANTED

GOOD DEPENDABLE MILLER WANTS change. Now on West Coast. Prefer 5-day week. Day work only. Address 846, The Northwestern Miller, Minneapolis 2, Minn.

BUSINESS OPPORTUNITIES

FOR SALE—FULLY EQUIPPED BAKERY in small western city, excellent retail and wholesale outlets. Can be bought for half its value. Real opportunity for live wire. Address 739, The American Baker, Minneapolis 2, Minn.

FOR SALE—100-SACK FLOUR MILL, 20,000-bu. Elevator and outside tank storage, 40,000 bu. Machinery in good condition. Includes corn mill and feed cutter mill. Offer reasonably. Mingus Flour Mills, Mingus, Texas.

RARE OPPORTUNITY FOR EXCLUSIVE bakery on health resort. Old grist mill—island—private stream on lake shore. 11 acres wooded hills. Ideal for ski run. 15 miles Northwest from Minneapolis. Mrs. Peter Schmidt, 1801 Lyndale Ave. N., Minneapolis, Minn.

MACHINERY WANTED

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1522 E. High, Jefferson City, Mo.

MACHINERY FOR SALE

FOR SALE—COMPLETE EQUIPMENT IN a 2,000-unit flour mill located in central New York State. This includes power units, flour rolls, sifters, packers, elevators, etc. Address 845, The Northwestern Miller, Minneapolis 2, Minn.

$49, middlings $54, in sacks, f.o.b. mill.

St. Louis: There is an improved demand for millfeeds at firmer prices. Offerings are light. Bran $46.75@47, shorts $52.75@53.25, St. Louis.

Buffalo: The feedstuffs situation in Buffalo is still easy, but the heavy liquidation is now over and some stability should begin to prevail on the market. Local demand is only fair. Quotations June 3, f.o.b. Buffalo: bran $52@52.50, standard midds. $53@53.50, flour midds. $60.50@61, red dog $61@61.50.

Philadelphia: The downhill drift of millfeed values in this market continues. Offerings are expanding in reflection of the heavier mill output while demand has diminished due to greater availability of pasturage. Supply is more than ample for demand. The June 3 quotations show standard bran off $5 from the previous week to $60, while a $7 setback dropped standard midds. to $62, and an $11 reversal put red dog at $67.

Boston: Another downward revision of millfeed values took place in the Boston market last week. With the sharp drop, buying interest seemed to lag in a corresponding degree. Spring bran was $7.50 lower while middlings suffered the maximum decline, losing $8. Mixed feed dipped $6, while red dog slumped $7. Feed buying has been only sufficient to maintain operations. Steadily improving pasture conditions have also limited buying. However leading feed dealers feel that the worst of the situation is over, helped by rising meat prices in the primary markets and a resulting increased demand for poultry products. Quotations: spring bran $57@57.50, middlings $61@62, mixed feeds $60@61, red dog $65.50@66.

Pittsburgh: The first of last week sharp price reductions caused retail and wholesale sales of grains and millfeeds to increase a nice sized upturn. At the end of the week prices advanced $1@2, and buying slackened. Both wholesalers and retailers bought cautiously on this market but supplied nearby needs, which were larger than the previous week. Offerings in all lines continued plentiful. Quotations, f.o.b. Pittsburgh points: bran $56.75@57.10, standard midds. $61.10@62.75, flour midds. $64.60@65.50, red dog $66.60@68.50.

Portland: Mill run $61, middlings $67.

New Orleans: Millfeeds experienced another week of daily declines last week. Both feed mixers and jobbers are continuing their policy of purchasing only in limited amounts to cover immediate requirements. As a result feed sales have been low. Mill offerings are somewhat improved, with the Texas shippers offering at the most competitive prices. Export inquiries have been limited, with no sales reported. Quotations: bran $52.05@53.05, shorts $60.55@61.55.

Ogden: Millfeed prices dropped $3 last week, with demand declining as feeders used substitute foods. Trade continues firm, however, especially to the West Coast. Mills are operating seven days a week, 24 hours daily. Plants are booked through June. Quotations: red bran and mill run $56, middlings $59; to Denver: red bran and mill run $63, middlings $66; to California: red bran and mill run $63.50, middlings $66.50, f.o.b. San Francisco and Los Angeles.

Toronto-Montreal: Demand has eased considerably with sufficient supplies available to cover all sales. Quotations June 3: bran $69, shorts $70, middlings $72, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Winnipeg: Demand for all types of millfeeds is good, and while some carlot quantities are going into the New England states, most of the production is being consumed in eastern Canada. Some stocks from Alberta mills are moving into British Columbia. Quotations: Manitoba, Saskatchewan and Alberta bran $51, shorts $54, small lots ex-country elevators and warehouses $3 extra.

Vancouver: Domestic demand continues comparatively low for this season. Supplies are ample for current needs. List prices are unchanged, although there have been some fluctuations in prices by various prairie mills. Cash car quotations: bran $62@65, shorts $63@65, middlings $65@68.

Oatmeal

Toronto-Montreal: The market is weak. Quotations June 3: rolled oats in 80-lb. cottons $5.80, oatmeal in 98-lb. cottons $7, f.o.b. Toronto or Montreal.

Winnipeg: Rolled oats and oatmeal interest is seasonal, with domestic sales falling off slightly with warmer weather. Odd small lots are reported worked for export. Quotations June 3: rolled oats in 80-lb. sacks $4.85 in the three prairie provinces, oatmeal in 98-lb. sacks $5.85@5.95.

Minneapolis: Bulk rolled oats were quoted at $5.98 June 5; 20-oz. packages $3.10, 48-oz. packages $3.35.

Western Canada Visible Grain Supply

Visible supply of grain in the western inspection division as reported by the Board of Grain Commissioners for Canada, Fort William, Ont., May 25, 1950 (000's omitted):

	Wheat	Durum	Oats	Barl'y
Ft. William and Port Arthur	32,306	1,468	1,752	3,530
Vancouver-New Westminster	12,122	...	146	153
Churchill	128	...	...	...
Int., public and semi-public elevators	58	...	16	779
Totals	44,614	1,468	1,914	4,259
Year ago	29,443	1,095	2,966	4,397
Receipts during week ending May 25:				
Ft. Wm.-Pt. Ar.	2,168	83	609	211
Pacific seaboard	1,547	...	5	2
Int., public and semi-public elevators	8	...	...	...
Totals	3,723	83	614	213
Shipments during week ending May 25:				
Ft. Wm.-Pt. Ar.—				
Lake	5,451	478	1,122	1,109
Rail	28	3	153	43
Milled or processed	...	...	1	24
Pacific seaboard—				
Ocean	2,248	...	...	...
Rail	19	...	26	8
Other terminals*	11	...	8	73
Totals	8,791	482	1,310	1,257
Total receipts for the crop year Aug. 1, 1949, to May 25, 1950:				
Ft. Wm.-Pt. Ar.	141,704	8,924	32,867	35,716
Pacific seaboard	58,126	...	1,577	894
Churchill	4,488	...	1	...
Other terminals*	804	12	379	1,973
Total shipments for the crop year Aug. 1, 1949, to May 25, 1950:				
Ft. Wm.-Pt. Ar.	118,042	7,693	33,161	34,733
Pacific seaboard	52,448	1	2,333	601
Churchill	3,328	...	1	...
Other terminals*	813	12	368	1,474

*All other terminals and semi-public terminals, western division.

United States Grain Stocks

Commercial stocks of grain in store and afloat at the principal markets of the U.S. at the close of the week ending May 27, 1950 and May 28, 1949, as reported to the Grain Branch of the Production and Marketing Administration of the U.S. Department of Agriculture in bushels (000's omitted):

	—American—		Canadian —in bond—	
	May 27, 1950	May 28, 1949	May 27, 1950	May 28, 1949
Wheat	107,194	111,608	894	200
Corn	42,947	11,248	...	...
Oats	11,598	3,230	...	278
Rye	3,913	3,338	227	734
Barley	24,367	9,546	19	17
Flaxseed	19,784	17,236	...	...
Soybeans	7,229	3,151	...	...

Stocks of U.S. bonded grain in store and afloat in Canadian markets May 27 (figures for corresponding date of a year ago given in parentheses): wheat, 3,523,000 (none) bu.; corn 3,181,000 (473,000); oats, 19,000 (none); barley 2,441,000 (1,000); soybeans, 150,000 (93,000).

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, May 27, 1950 (000's omitted):

	Wheat	Oats	Rye	Barl'y
Buffalo	258	...	227	18
Afloat	244	...	...	...
Lakes	270	...	...	230
Totals	764	...	227	248
Previous week	519	...	294	119
May 28, 1949	208	276	543	37

REQUIRE FULLY QUALIFIED FLOUR MILLER to take charge in 1,000-barrel mill. Must have experience and ability to control production and supervise staff. Please state full particulars as to age, experience and references in first instant to Post Office Box 3007, Winnipeg, Manitoba.

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DWIGHT BUILDING, KANSAS CITY, MO. • PHONE GRAND 1554

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FLOUR
Shortening
324 N. Holliday St. Baltimore, Md.

A SUCCESSFUL DONUT BUSINESS CALLS FOR THE FINEST EQUIPMENT and MIX
DOUGHNUT CORP. OF AMERICA
393 Seventh Avenue New York 1, N. Y.

CAHOKIA FLOUR CO.
ST. LOUIS, MO.

THE WM KELLY MILLING COMPANY

KELLY'S FAMOUS FLOUR

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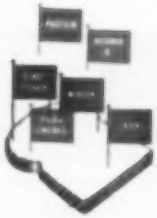


Satisfied . . .

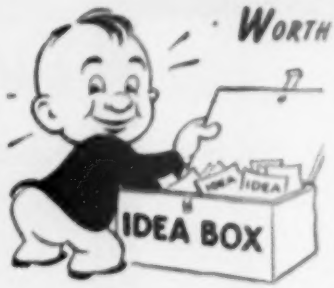
Not only must KELLY'S FAMOUS satisfy our baker customers, but first of all it must satisfy us. And we are tougher critics than any baker. When a KELLY'S FAMOUS shipment gets the o.k. of our laboratories, you can be sure that it is just right for baking.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY

HUTCHINSON, KANSAS

Capacity 5,000 Sacks *Grain Storage 1,000,000 Bus.*



WORTH LOOKING INTO . . .

NEW PRODUCTS • NEW SERVICES • NEW LITERATURE

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

The Northwestern Miller
118 So. 6th St. Minneapolis, Minn.

No. 333— Wet-Dry Vacuum

A new improved 5-gal. wet-dry vacuum, the MCV-205A, featuring increased pickup ability has recently been introduced for bakeries by Multi-Clean Products, Inc.

Designed for those small and intermediate cleaning operations requiring a light-weight, easily handled wet-dry vacuum, the MCV-205A moves air at the rate of 108 cu. ft. per minute to give it outstanding pickup ability for a small capacity vacuum.

Total weight of the machine is 36 lb. with an overall height of 25 in. Diameter is 14 in. and the vacuum has a water lift of 52 in. Exterior finish is of baked enamel.

The machine rides on one rubber ball bearing swivel caster and two fixed rubber wheels. It can be carried by the handle on the top or moved about easily by pulling on the hose.

A special filter adapts the machine to any dry or wet vacuum pickup work and the ⅙ hp., 115 volt, universal AC or DC motor gives the machine unusual vacuum power for its size.

A built-in air circulating system cools the motor with outside air instead of with air from the vacuum tank exhaust.

No. 350 — Anti-Sticking Agent

The Dow Corning Corp. has announced the development of "Permaslip," a heat-stable silicone said to keep melted plastics, wax and other material from sticking to heat sealing irons and bars. It also is said to act as a release agent to prevent the piling up of melted plastic, lacquer or wax coatings. The product reduces discoloration and cuts cleaning time and is said to practically eliminate the smearing of printers' ink.

"Permaslip" can be applied to hot or cold heat sealing surfaces. In most cases, Dow Corning points out, a single 2-oz. tube will keep a heat sealing iron operating at maximum efficiency for several months.

No. 353—Fat Filter

The R. F. Hunter Co. has introduced a new filter to the baking industry, known as the Hunter "Filtrator." It features a new filtering principle, which is said to make it possible to clarify deep fats in unlimited quantities. It is also said that it requires no pressure receptacle, no extra tanks and no handling of hot oils.

The filter is a portable, lightweight unit, usable by both small operators and large producers. Its simplicity of design is claimed to make it extremely easy to operate, low maintenance costs, high recovery of oil, and ease in cleaning.

No. 354—Bakery Labels

Miller & Miller, Inc., bakery label printers, have announced a new line of stock design Brown 'n Serve labels, dramatizing how the products will look after the housewife bakes them. These labels are designed to add the "appetite appeal," thus catching a great deal more "impulse purchases" which, surveys indicate, account for better than 65% of the bakery product sales.

The labels are manufactured on either greaseproof insert food paper or thermoplastic heat seal roll type labels, for automatic wrapping machines, the special stock designs require no particular plates or art work for the baker to buy.

No. 349 — Delivery Tray

A new bakery delivery tray has been placed on the market by Benner-Newman, Inc. This tray, being patented under the name of "Del-Tra," consists of a durable, light steel frame, which securely holds a replaceable corrugated paper liner.

When used for pan bread, Brown 'n Serve, and cake, the tray frame has a full liner held in place by top frame of wrap-around design. When used for French bread, the tray has a higher bottom flange and takes a bottom liner only. This permits the French bread to cool quickly. During the rainy season, liners which are waxed on one side can be used.

The "Del-Tras" are made for both "stand up" or "lay down" bread, to the sizes required by each bakery, thus fitting present equipment. They can be used in trucks with or without racks, because of a positive stacking feature, which is optional.

The designers claim these special advantages: Trays are not readily adaptable for non-bakery uses such as packing boxes, shelving, vegetable containers, garbage, etc.; they protect hands and clothing; give extra protection for bakery goods; clean; cut delivery costs due to long life of frame and reduction of losses.

The design was developed by Ray H. Bishop and Raymond F. Hoopes, Sr., who are the sales agents. Quotations are based on size and quantity.

No. 351 — Stripper Solution

A rapid and economical method for removing old coatings of silicone pan coatings was recently introduced to the baking industry by Dow Corning Corp. The research chemists and engineers who developed "DC Pan Glaze" found a high boiling solvent known as "Dowanol DC" that can be mixed with potassium hydroxide to strip multiple coatings of pan glaze in a matter of minutes, the company states.

After thorough laboratory testing, this stripper solution was used for several months in a commercial bakery before it was offered to the baking industry, it was pointed out.

In making these tests, relatively inexpensive machinery was developed for degreasing, stripping and power rinsing. Most straps of pans can be cleaned of single coats of pan coatings after two to five minutes' immersion, the company said, and multiple coats are removed after five to 15 minutes.

Dow Corning has released a technical bulletin describing the method of using the new solution and the equipment line-up.

No. 352—Dry Milk Statistics

The American Dry Milk Institute has released the 1950 edition of its bulletin "Production Trends," which reports production and distribution statistics of dry products of milk.

The statistical material in the bulletin is of some historical interest, the institute points out, but its greatest value is to indicate trends.

Monthly production, total disappearance, and per capita consumption of various types of dry products of milk are included.

The Northwestern Miller
118 South Sixth St., Minneapolis 2, Minn.

Please send me information on the following items (circle numbers)

No. 333—Vacuum
No. 349—Delivery Tray
No. 350—Anti-Stick Agent
No. 351—Solution
No. 352—Statistics
No. 353—Fat Filter
No. 354—Bakery Labels

NAME .....

COMPANY .....

ADDRESS .....

"David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—DIASTATICALLY BALANCED

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STRONG—
UNIFORM—
EVENLY PERFORMING—
FLOUR FOR BAKERS

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Milled for Perfection
—Not Price!

"Laboratory Tested For Fine Baking"

Lexington Mill & Elevator Co.
LEXINGTON, NEBRASKA
SINCE 1884

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
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Emphatically Independent

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
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King Milling Company
High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising
Successful Millers for Fifty Years
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Evans Milling Co.
INDIANAPOLIS, IND., U. S. A.
Manufacturers Kiln-Dried
WHITE CORN PRODUCTS
Capacity: 15,000 Bushels

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

"The Flour of the Future"

AMERICAN ACE

Extra High Patent

FLOUR

LIKE a sleek new airplane, a top quality flour must have good engineering and the finest of materials. You get both in AMERICAN FLOURS. We select and store the choicest wheats with superior baking properties. Then we mill them expertly to your order in one of the nation's most efficient flour plants. That's why it is wise to BUY AMERICAN!

Flour Capacity
4,000 Sacks

Grain Storage
3,000,000 Bu.

American Flours, Inc.

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NEWTON, KANSAS

WESTERN STAR
KANSAS STAR
GOLDEN CREST

These "Star" flours will shine brightly in your bakery . . . and your bread will sparkle, too, with the lighter, fine-textured loaf you can make with these brands.

The WESTERN STAR MILL CO.
SALINA, KANSAS

Be Proud of Your Job,
as We Are of Ours, for
"Bread is the Staff of Life"

GIBRALTER Flour
KANSAS BEST Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

GRIST FOR GRINS

"Do you think I should put more fire into my editorials?"

"No," said his editor. "Vice versa."

◆ ◆ ◆

"What's the matter, little boy?"

"Ma's gone and drowned all the little kittens."

"Dear me; that's too bad, isn't it?"

"Yes, and she promised me I could do it."

◆ ◆ ◆

A newspaper office received a telephone call. It was a woman calling to place her husband's name in the obituary column. "What was his profession?" the clerk asked.

"Traveling salesman," said the woman.

"Would you like to say anything personal?" asked the clerk.

"Well, I just found out that he's been carrying on with a woman in Chicago."

"We better not print that," the clerk said. "How long has he been dead?"

"He starts tomorrow."

◆ ◆ ◆

Little Johnny's mother had just presented the family with twins, and amid the great excitement, father said that he was sure that teacher would give Johnny a day's holiday in celebration. That afternoon, Johnny came home radiant. "I don't have to go to school tomorrow," he announced.

"Did you tell your teacher about the twins?" asked his father.

"No, I just told her I had a baby sister. I'm saving the other for next week."

◆ ◆ ◆

Three deaf Englishmen were riding through England on a train. As they came to a town one said, "Ah, this is Wembley."

"No," said the second, "this is Thursday."

Said the third: "So am I. Let's get off and have a Scotch and soda."

◆ ◆ ◆

A guard from the lunatic asylum rushed up to a farmer on the road and said, "I am looking for an escaped lunatic. Did he pass this way?"

"What does he look like?" asked the farmer.

"He's very short," said the guard, "and he is very thin and he weighs about 350 lb."

The farmer looked at him in amazement. "How can a man be short and thin and still weigh 350 lb.?" he asked.

"Don't act so surprised," said the guard angrily. "I told you he was crazy."

IT'S AN AGE OF
SECRET FORMULAS
BUT IT'S NOT A SECRET THAT AT LEAST 6%
DAIRYLEA*
Non-Fat Dry Milk Solids
will improve your bread 6 ways
1—Flavor
2—Nutrition
3—Texture
4—Appearance
5—Color
6—Better Keeping Qualities

Add it to your formula for greater yields and increased sales.
Inspected — Protected — Tested
DAIRYLEA
Non-Fat Dry Milk Solids
DAIRYMEN'S LEAGUE
COOPERATIVE ASSOCIATION, INC.
100 Park Ave., New York 17, N. Y.
*Reg. U. S. Pat. Off.

An EXTRA HOUR OF DOUGH STABILITY with WISDOM FLOUR

A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire
NEBRASKA CONSOLIDATED MILLS COMPANY
1521 N. 16th St. OMAHA, NEBRASKA

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

DIXIE LILY
A flour without a equal anywhere
Plain and Self-rising
THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
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Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

CHAMPIONSHIP PERFORMANCE

Is Necessary to Stay in Front

USE

GOOCH'S BEST

"Identical Performance Flour"

NEEDS NO BLENDING

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts. *Elevator Space 2,100,000 Bus.*

PRESTON-SHAFFER MILLING Co.
MERCHANT MILLERS
ESTABLISHED 1865
SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY
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MONTANA SPRING WHEAT PATENT FLOUR
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FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices: Walla Walla, Washington

NEW STUDENTS ENROLL AT DUNWOODY BAKING SCHOOL

MINNEAPOLIS—Students from 11 states enrolled in the Dunwoody Baking School May 5. They will take either the four- or eight-month course offered at the school.

The new students are: Lowell Collins, Colorado Springs, Colo.; Carl C. Jesperson, Pocatello, Idaho; Harry Mays, Bristol, Va.; Donald Favorat, Malden, Mass.; Boleslaus Konkowski, Perth Amboy, N.J.; Daniel Mello, Fall River, Mass.; Keith Robinson, Corry, Penn.; Loren Edel, Olean, N.Y.; Michael Eames, Tomaqua, Pa.; Charles Corey, Middleport, N.Y.; Craig Albright, Duncannon, Pa.; Robert Langone, Somerville, Mass.; Robert Burr, Wallaston, Mass.; David Miller, Hoboken, N.J.; Edward Gerner, Linwood, Mich.; Norbert R. Jankowski, Caro, Mich.; John Larson, Chicago, Ill.; Martin Olson, Elroy, Wis.; Schuyler Pierson, Manitowoc, Wis.; Howard Smith, Vicksburg, Mich., and Jack Woods, Rensselaer, Ind.

Checking out from the Dunwoody Baking School May 5 were the following men, ready to enter the trade: Glenn Core, Toledo, Ohio; Robert Crawford, Osceola, Wis.; Richard Falk, Byron, Ill.; Marvin Glickman, Green Bay, Wis.; Marcus Veith, Willmar, Minn.; Gordon Johnson, Minneapolis, Minn.; Jack Stefan, Hacketstown, N.J.; Joseph Weber, West Newton, Mass.; Ernest Haug, Pleasantville, N.J.; James Lucke, Warren, Pa.; Harry Buchanan, Frazer, Mont.; Robert Walker, Gallup, N.M.; Daniel Forbes, San Antonio, Texas; Roy Higa, Honolulu, Hawaii, and Yoshio Murakami, Hilo, Hawaii.

—BREAD IS THE STAFF OF LIFE—

NEW JERSEY REQUIRES PIE WEIGHT MARKINGS

TRENTON, N.J.—Pies in package form must be marked with their net weight in order to comply with the terms of the net weight container law, the state department of weights and measures has pointed out.

"There is an apparent tendency on the part of bakers to ignore the requirement from the viewpoint that a pie is its own representation of quantity value," it was said in a directive to weights and measure officers throughout the state. "We contest this attitude because the weights of pies are variable and the purpose of our marking law is to give the consumer a gauge of value in his purchases of packaged commodities. Court action will be taken wherever violations are found."

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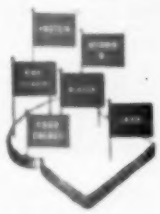

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WE don't claim magic powers for I-H flours, but we do say, and we mean it: "I-H flours are milled by master craftsmen from the finest, selected wheats chosen for their better baking qualities." We have made it our goal to produce the finest flour humanly possible. That's why I-H quality shows up in better bread and smoother production operations.

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